

JACK TRACY  
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N.Y. 10020

2-X-H

May 1, 1964

TO EDITORS:

Attached is an updated biography of Robert W. Sarnoff, Chairman of the Board and chief executive officer of the National Broadcasting Company. It is a replacement for the previous one dated March 25, 1963.

NATIONAL BROADCASTING COMPANY



PR-14  
**FROM THE NATIONAL BROADCASTING COMPANY**

Thirty Rockefeller Plaza, New York, N. Y. 10020

May 1, 1964

ROBERT W. SARNOFF

Chairman of the Board  
National Broadcasting Company

Robert William Sarnoff was elected President and chief executive officer of the National Broadcasting Company December 7, 1955, and Board Chairman and chief executive officer July 11, 1958.

Mr. Sarnoff's career, which spans the history of network television, has been closely identified with significant advances and innovations in the medium's cultural, informational and educational programming.

His initiative in inviting, and receiving prompt acceptance from, John F. Kennedy and Richard M. Nixon to engage in a series of debates on the NBC Television Network led to the four historic face-to-face encounters -- televised by all networks -- between the candidates during the 1960 Presidential campaign, an event that has revolutionized the American political process.

It was upon the Kennedy-Nixon acceptance that legislative action was completed in Congress suspending the legal restrictions of "equal time" which made "The Great Debate" series possible. In connection with this, Mr. Sarnoff has long advocated that broadcasters be given permanent freedom from those restrictions of the Communications Act so that radio and television might be used more fully in acquainting the American public with the candidates and issues during political campaigns, at all levels.

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Consistent with this preoccupation with increasing television's potential as a medium of information and education, the NBC Chairman proposed in 1963 that the American Political Science Association undertake a study, assisted by a grant from NBC, to devise the most effective format for future debates between candidates. The APSA responded to the proposal and began its study with the 1964 Presidential campaign as its immediate objective.

In October, 1962, Mr. Sarnoff proposed the formation of a world-wide organization of broadcasters to meet the unique and complex problems of the new era of global television, pledging NBC's full cooperation in such an effort. He made the proposal at the first American meeting of the European Broadcasting Union in New York.

Under his leadership, NBC has constantly expanded the quality, quantity and scope of its news, informational and cultural programming -- an expansion which has made NBC News the largest single supplier of television programming in the industry.

In May, 1962, Mr. Sarnoff received the first national award to be conferred by the League of Women Voters in the organization's 42-year history. It cited him for "outstanding contribution to public enlightenment and good citizenship," through NBC's educational course in American Government offered during the 1961-62 season of "Continental Classroom."

The American Association of Colleges for Teacher Education in May, 1963, honored Mr. Sarnoff for his "personal interest and leadership" in the "Continental Classroom" series, which was launched by NBC under his direction in October, 1958. It was the first nationwide educational project offering degree credit through a cooperating television network.

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### 3 - ROBERT W. SARNOFF Biography

A year earlier, in 1957, he instituted a specialized educational project under which NBC produced and supplied to non-commercial educational television stations -- at no cost to them -- live half-hour programs of instruction in various subjects. During the four-year life of the project NBC provided 232 programs, many of which were broadcast by NBC's affiliates as well.

The U. S. Navy's Distinguished Public Service Award, the highest decoration the Navy may confer on a civilian, was given to Mr. Sarnoff for his role in the creation of television's first documentary series -- "Victory at Sea" -- 26 half-hour programs on naval operations around the world during World War II.

He supervised formation of the NBC Opera, the first and only regular opera-producing organization in television in America. Since its founding in 1951 the NBC Opera has performed more than 70 times in more than 40 different operas -- the American premieres of two operas and the world premieres of eight. This unique organization has expanded television's artistic horizons substantially by offering to the nationwide audience full-length studio productions of classical and modern operatic works -- several of them commissioned specifically for television -- sung in English.

During his administration, NBC, which pioneered in color, has furthered the expansion of color television and led the way in development of special programming.

The company has made other significant advances in this period. The NBC Radio Network has achieved distinction for the scope and quality of its news, information and special programming, and attained leadership in sponsored time. An International Division was created, and soon expanded, to become the Enterprises Division, which handles a number of NBC's diversified activities at home and abroad.

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Mr. Sarnoff brings to his position a solid groundwork of broadcast experience. He began his NBC broadcasting career January 1, 1948, as an account executive in the NBC Sales Department, serving successively as assistant to the National Program Director, NBC Television Network; Television Production Manager; Television Program Sales Manager; Director, NBC Unit Productions; Vice President in charge of the NBC Film Division; executive assistant to the Vice Chairman of the Board of Directors; Executive Vice President, and President. He was elected to the NBC Board of Directors in October, 1953, and to the Board of Directors of the Radio Corporation of America, NBC's parent organization, in September, 1957.

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Mr. Sarnoff was born on July 2, 1918, in New York City, the son of Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, and Mrs. Sarnoff, the former Lizette Hermant. He attended private schools in New York City and Phillips Academy, Andover, Mass., from which he was graduated in 1935.

He received a B.A. degree in Government and Philosophy from Harvard University in 1939, and that summer began his career in broadcasting, working for the radio division of the New York World's Fair. Thus, 1964 marks his 25th anniversary in the communications business.

In August, 1941, after a year at Columbia Law School, Mr. Sarnoff entered Government service in Washington, working under General William J. Donovan in the broadcasting section of the Office of Coordinator of Information, which later became the Office of Strategic Services.

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## 5.- ROBERT W. SARNOFF Biography

In March, 1942, he was commissioned an Ensign in the Navy. He served first as a communications officer under the Chief of Naval Operations and later, for two years, under Admiral William F. Halsey in the Pacific. On the latter tour of duty, he supervised the establishment of direct radio circuits to the United States from New Caledonia, Guadalcanal, Bougainville and other key islands for use of radio correspondents. He returned to the United States in December, 1944, to serve as a Liaison Officer between the Navy and the broadcasting networks in Los Angeles.

He was separated from the Navy as a Lieutenant (USNR) late in 1945. Resuming his civilian career, he became an assistant to Gardner Cowles Jr., Publisher of the Des Moines Register and Tribune and President of the Cowles Broadcasting Company. After a year in Des Moines, he returned to New York as a member of the staff of Look magazine, and it was from this post that he moved to NBC in 1948.

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Mr. Sarnoff was the first President of the Radio and Television Executives Society, now the International Radio and Television Society, serving during 1952-53. In 1956 he won the award for distinguished service to advertising presented by the Advertising Federation of America for his contributions as General Chairman of the AFA's promotion of National Advertising Week in 1956. He received the Keynote Award of the National Association of Broadcasters at its convention in March, 1959, where he made the proposal which led to the establishment of the Television Information Office.

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Mr. Sarnoff is a Director of the American Arbitration Association; a Director of the Advertising Council; a Director of the Harvard Alumni Association; Vice President of the Alumni Council of Phillips Academy, Andover; a member of the Board of Visitors of the School of Public Communication of Boston University, and a Trustee of Franklin and Marshall College.

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Mr. Sarnoff is a charter member of Television Pioneers, an Honorary Life Member of the Association of Advertising Men and Women, a member of the Grand Street Boys Association, a member of the New York Professional Chapter of Sigma Delta Chi (The Deadline Club), a Vice President of the Greater New York Councils of the Boy Scouts of America, and National Co-Chairman of the American National Red Cross.

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Mr. Sarnoff married Felicia Schiff Warburg in July, 1950, and they have homes in New York City and in Armonk, N. Y., where they live with their daughters, Serena Warburg and Claudia Jill. Mr. Sarnoff also has a daughter, Rosita, by a previous marriage.

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NBC-New York, 5/1/64



## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

May 1, 1964

NEWTON N. MINOW COMMENDS NBC FOR "THE MOST SIGNIFICANT CONTRIBUTION TO TELEVISION'S NEW ROLE," IN CITING "AMERICAN REVOLUTION OF '63" FOR AMERICAN JEWISH COMMITTEE INSTITUTE OF HUMAN RELATIONS AWARD

Newton N. Minow, former Chairman of the Federal Communications Commission, yesterday (April 30) said that "the National Broadcasting Company has made the most significant contribution to television's new role," in citing the network's unprecedented three-hour program on the civil rights issue, "The American Revolution of '63," for the American Jewish Committee's Institute of Human Relations Award.

In a speech at the committee's annual luncheon at the New York Hilton, Mr. Minow, now Executive Vice President of the Encyclopaedia Britannica, called the NBC News TV special "a comprehensive examination of the history of the civil rights movement from the Emancipation Proclamation down to the present day." He added that in broadcasting this program the network "met its responsibilities to the public interest with distinction."

Robert J. Northshield, NBC News General Manager and co-producer of the program with Chet Hagan, accepted the award for NBC.

While Chairman of the FCC, Mr. Minow was sharply critical of television's programming, but in his remarks yesterday he referred to NBC's "American Revolution" as "an important stage in another revolution which essentially reflects television's growing recognition of its major responsibilities.

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"We have a duty to use our technology with vision, creativity and imagination," Mr. Minow said. "This is what NBC did in its splendid program that we are honoring today..."

"One of the great frustrations I found at the FCC, was that while we tried to encourage more public service programs, we could not ever give an award or some other suitable recognition to distinguished achievement..."

"Therefore, I am pleased today to present the Institute of Human Relations Award to the National Broadcasting Company in recognition of continued outstanding leadership in promoting man's understanding of his fellow man through broadcasting."

This is the sixth major commendation accorded "The American Revolution of '63," which was telecast Labor Day, Sept. 2, 1963.

Last Wednesday (April 29), the program was honored with a George Foster Peabody Award as "an eloquent contribution to an understanding of the American Negro's long struggle for equality, as well as handsome evidence of the stature of the television medium."

Other organizations which have honored the production include the American Civil Liberties Union, the National Association for the Advancement of Colored People, the National Conference of Christians and Jews, and Sigma Delta Chi, the professional journalism society.

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NBC-New York, 5/1/64



May 1, 1964

ROBERT W. SARNOFF TO PARTICIPATE IN FIRST RCA  
STOCKHOLDERS' MEETING HELD IN CALIFORNIA

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, arrives in California on Monday, May 4, to participate in the first Radio Corporation of America stockholders' meeting ever held there.

A director of RCA, the NBC Chairman and chief executive officer will present his review of the company's performance for 1963 and prospects for 1964 in his report to the stockholders of RCA on May 5 in Burbank.

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NBC TRADE NEWS

MORE THAN \$25,000,000 IN SALES PLACED BY 19 ADVERTISERS  
SINCE MID-APRIL IN NBC-TV'S 1964-65 PROGRAM SCHEDULE

FOR RELEASE MONDAY A.M., MAY 4

More than \$25,000,000 in sales has been placed by 19 advertisers since mid-April in NBC-TV's 1964-65 program schedule, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"This heavy volume of sales in a ten-day period is a direct reflection of two factors: the country's burgeoning economy and the keen advertiser interest in NBC's new nighttime schedule," Mr. Durgin said.

Six of the 19 sponsors have placed major orders in the network's new programming for 1964-65. Mattel Inc. (through its agency, Carson/Roberts Inc.) has bought half-sponsorship of "Flipper" and Timex Watches (Warwick & Legler) will co-sponsor "Kentucky Jones."

Gerber Products Co. (D'Arcy Advertising Company) has bought an alternate half-hour of "90 Bristol Court." The "Alfred Hitchcock Hour" attracted two advertisers during this sales period, The Speidel Corp. (McCann-Marschalk) and the Plymouth Division of Chrysler Corp. (N. W. Ayer & Son). The sixth client, the Consumers Products Division of Union Carbide Corp. (William Esty Co.), has ordered "Solo" and "Daniel Boone."

In addition to the widespread interest in NBC-TV's new shows, many veteran TV advertisers are renewing orders for the coming season.

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1964-65 Sales

The Bell System (N. W. Ayer & Son) will again sponsor its "Bell Telephone Hour" series of the finest in music.

NBC's sports schedule drew the attention of several advertisers during this period. The network's TV coverage of golf and professional and collegiate football resulted in orders from many sponsors. They include manufacturers of autos, cigarettes, electronics and an airline company.

Other sponsors coming into the network's schedule for next season include Max Factor Co. (Carson/Roberts Inc.) in "Mr. Novak" and "Alfred Hitchcock Hour," Savings & Loan Foundation (McCann-Marschalk Co.) for an NBC News special, and the Hartford Insurance Group and Sherwyn Williams Co. (McCann-Marschalk Co.) for sponsorship in NBC News pre-election TV specials.

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NBC-New York, 5/1/64



NBC TRADE NEWS

SPONSORSHIP SOLD OUT FOR 'INTERNATIONAL BEAUTY SPECTACULAR,'

FULL-HOUR NBC TELECAST FROM LONG BEACH, CALIF.

FOR RELEASE MONDAY A.M., MAY 4

The 1964 "International Beauty Spectacular," which will be telecast by NBC-TV Friday, Aug. 14 (8:30-9:30 p.m. EDT), is completely sold out, it was announced today by Sam. K. Maxwell Jr., Director, Special Program Sales, NBC-TV Network.

The sponsors are: Bristol-Myers Co. (Clairol Div.), through Foote, Cone & Belding; Pharmacraft Laboratories, through Papert, Koenig, Lois Inc.; and Maybelline Company, through Post-Keyes-Gardner Inc.

The 13th annual international beauty competition will have entries representing 46 countries and 44 states vying for the title of "Miss International Beauty" and the \$10,000 first prize.

Iceland's Gudrun Bjarnadottir, last year's winner, will be on hand to crown her successor, the culmination of the 10-day series of events which is a civic enterprise of Long Beach, Calif.

For the first time, this year's competition will have an entry from behind the Iron Curtain -- Miss Poland.

The full-hour special will be produced for NBC-TV by Gamut Productions Inc., with Richard Gottlieb as producer and Bob Henry as the director. Wayne Dillard will be executive producer of the program for the International Beauty Congress.

A top personality as master of ceremonies will be announced shortly.

The "International Beauty Spectacular" will pre-empt "Bob Hope Presents the Chrysler Theatre" on this date.

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## NBC TRADE NEWS

TV AUDIENCE-MEASUREMENT PROBLEMS CAN BE SOLVED ONLY THROUGH STATION MANAGERS, SPOT REPS AND TIME BUYERS WHO MAKE DAILY USE OF RATINGS, NBC'S HUGH M. BEVILLE JR. STATES TO AMERICAN WOMEN IN RADIO AND TV

FOR RELEASE SATURDAY A.M., MAY 2

TULSA, OKLA., May 2 -- The final solutions to the problems of television audience measurement can come only through those station managers, spot reps and time buyers who make daily use of ratings, an NBC executive said here today.

Hugh M. Beville Jr., Vice President, Planning and Research, NBC, decried the trend to buy television time "by the numbers" -- "without perhaps a thorough understanding of the limitations of the figures used."

Mr. Beville urged stations who employ promotion managers to also hire a research manager who would "not only interpret ratings reports but would...initiate special audience studies for management, programming and sales purposes."

Mr. Beville spoke at a panel discussion on audience measurement at the convention of American Women in Radio and Television.

Station managers, national spot reps and agency time buyers all have key roles in the move to improve ratings research, he said. While not advocating a course in statistics for station managers, he asked that research be given a greater degree of attention and understanding. "There are far too few station managers who have taken the trouble to familiarize themselves thoroughly with the workings of the rating services that are used," he said.

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Mr. Beville reviewed the work of the television industry to meet the challenge posed by the Congressional investigation of rating services.

The industry's key instrument to this challenge, the NBC executive said, is the Broadcast Rating Council, a non-profit organization incorporated in January. He said the council has made substantial progress in three areas: formulation of minimum standards for all broadcast rating research, the establishment of an accreditation procedure for all syndicated broadcast rating services and the hiring of three CPA firms to do pilot audits of rating services.

Mr. Beville also cited research being done by a Committee on Nationwide Television Audience Measurement (CONTAM). A CONTAM study on sampling, he said, has shown that the size of sample required is not related to the size of the population measured.

"Samples of 1,000 are adequate for measurement of national television program audiences because larger samples produce only limited improvements in precision," he said.

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NBC-5/1/64



NBC TELEVISION NETWORK NEWS

May 1, 1964

JOHNNY CARSON, ARLENE FRANCIS AND VAN JOHNSON  
TO APPEAR ON 'THE DOCTORS' IN MAY CAMPAIGN  
OF NATIONAL ASSOCIATION FOR MENTAL HEALTH

Johnny Carson, Arlene Francis and Van Johnson, three of the foremost entertainment personalities of television, stage and motion pictures, will appear on NBC-TV's "The Doctors" this month on behalf of the National Association for Mental Health.

In support of the association's May campaign, the Colgate-Palmolive Company, sponsor of the popular Monday-through-Friday series, will integrate the stars' performances into the actual storylines of "The Doctors." The three will play themselves, each in separate scenes with the series' co-stars, James Pritchett (Dr. Matt Powers), Ann William (Dr. Maggie Fielding) and Fred J. Scollay (the Rev. Sam Shafer).

This year's theme for the National Association for Mental Health is the plea with which the late President John F. Kennedy launched his crusade against mental illness in 1963: "We have long neglected the mentally ill...this neglect must end."

Carson, Miss Francis and Johnson, each of whom has worked for the association in the past, are appearing on "The Doctors" to stress the importance of supporting the association's objectives.

Carson is a favorite of nighttime TV as star of his "Tonight" colorcasts on NBC.

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Miss Francis is currently starring in the stage production of "Kind Sir" in addition to her regular "What's My Line?" and "Arlene Francis Show" appearances on TV and radio. She also starred in the motion picture "The Thrill of It All." Her most recent Broadway performances included the comedies, "Once More with Feeling" and "Tchin-Tchin."

Johnson, who has starred in more than 90 movies -- the latest, "Wives and Lovers" -- is interrupting his current stage tour in "A Thousand Clowns" to make this appearance on "The Doctors."

The specific May dates for the appearances of the three stars on "The Doctors" will be announced shortly.

("The Doctors" is telecast Mondays through Fridays, 2:30 to 3 p.m. EDT.)

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NBC-New York, 5/1/64





JACK TRACY  
ROOM 320

2-X-H

# NBC NEWS ELECTION YEAR '64

May 4, 1964

## FOUR KEY ASSIGNMENTS MADE FOR NBC NEWS' TV COVERAGE OF THE 1964 POLITICAL CONVENTIONS

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Chancellor, McGee, Newman and Vanocur to Be Floor Reporters

Four key assignments in NBC News' coverage of the 1964 political conventions were announced today by Robert Northshield, General Manager of NBC News.

NBC News correspondents John Chancellor, Frank McGee, Edwin Newman and Sander Vanocur were named floor reporters for the television coverage of the Republican convention opening July 13 in San Francisco and for the Democratic convention starting Aug. 24 in Atlantic City.

"The underlying philosophy of our coverage plans is simply good reporting," said Mr. Northshield, who is supervising NBC's entire political coverage this election year. "We won't just carry the convention proceedings -- that's the network pool's job. We'll report the story where and when it happens. A large part of the story will happen on the convention floor.

"Except for our anchor men -- Chet Huntley and David Brinkley -- the floor reporters are probably the most important members of our on-the-air team. We feel that in Chancellor, McGee, Newman and Vanocur

(more)



## 2 - Convention Reporters

we have an outstanding group to cover the action in every area of the convention floor. These men are experienced political reporters, men of stature who are known to the television audience as aggressive, competent, thoroughly reliable newsmen."

The floor reporters will carry lightweight portable radio gear permitting great freedom of movement. Their equipment provides for two-way communication with the television control booth and permits them to broadcast directly to the viewing audience. They will work with cameramen using the new portable cameras designated as "walking TV stations."

NBC News' entire television and radio coverage of the conventions will be sponsored solely by the Gulf Oil Corporation.

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NBC-New York, 5/4/64



NBC TRADE NEWS

May 4, 1964

NBC AND 'BELL TELEPHONE HOUR' RECEIVE SPECIAL AWARDS  
OF SIGMA ALPHA IOTA, NATIONAL MUSIC SORORITY

The National Broadcasting Company and "Bell Telephone Hour" are recipients of special awards from Sigma Alpha Iota, 40,000-member national music sorority.

The award certificates were accepted, at NBC, New York, by Mort Werner, Vice President, Programs, NBC Television Network, and James Ryan, Assistant Vice President, A. T. and T., for the Bell System. Mrs. J. Nathan Gilbert, a national officer of the sorority in New York, presented the awards. Sigma Alpha Iota is the largest women's music sorority in the world, with 134 college chapters and 92 alumni chapters.

In a message to NBC and the Bell System, sponsor of the program, Mrs. Jeanette Kirk, president of the sorority, said, "The 'Bell Telephone Hour' has consistently contributed outstandingly to the cultural, especially musical, growth of this country, and we deem it a privilege to especially recognize these contributions."

The "Bell Telephone Hour" has been a regular feature on NBC, starting on radio in the Spring of 1940, and continuing on television for the past six seasons. It is colorcast on NBC-TV on alternate Tuesday evenings (10-11 p.m. EDT).

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 4, 1964

## NBC PRODUCER LUCY JARVIS RECEIVES A McCALL'S GOLDEN MIKE AWARD FOR HER WORK ON "THE KREMLIN" COLOR DOCUMENTARY

Lucy Jarvis, Producer, NBC News and Public Affairs, was presented with a Golden Mike Award for her work on NBC's highly acclaimed one-hour color documentary, "The Kremlin," at the annual dinner of the American Women in Radio and Television at the Tulsa (Okla.) Assembly Center Saturday, May 2.

The Golden Mikes are presented each year by McCall's magazine to women in radio and television "whose exceptional achievements in the areas of public service have distinguished both themselves and their industry." Mrs. Jarvis' award was in the "Service to the American Future" category for her mission in the Soviet Union to arrange for the filming of "The Kremlin."

John Mack Carter, Editor of McCall's, presenting the award to Mrs. Jarvis, said she had earned it for "her contribution to this intimate glimpse of a historical site that most people of the world have never seen and for the promotion of better will and understanding between two diverse cultures."

The McCall's citation to Mrs. Jarvis stated that "On a mission originally calculated to require only a 10-day visa, Lucy Jarvis... spent five months in the Soviet Union securing the necessary permission and making arrangements for 'The Kremlin'....The battle of the red tape finally led Mrs. Jarvis to Chairman Khrushchev, who, personally, gave her this unprecedented permission."



Following its telecast in May, 1963, TV critics acclaimed "The Kremlin" as "a Triumph," "a superb achievement," "television's finest hour of the year."

In addition to the Golden Mike, NBC was awarded a citation for "The Kremlin." Edward Stanley, Director, Public Affairs, accepted in behalf of the network which was commended "for making possible the work of Lucy Jarvis whose courage, initiative and imagination overcame seemingly insurmountable obstacles in arranging for and helping to produce 'The Kremlin,' first color film ever shot by foreigners inside Moscow's capitol."

The Golden Mike Top Award winner was Ruth Lyons of WLW radio and television, NBC affiliated stations in Cincinnati. Miss Lyons orgainzed a children's Christmas fund which last year collected over \$390,000 for 60 hospitals in Ohio, Indiana and Kentucky.

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NBC-New York, 5/4/64



MARGARET ARMEN SIGNED AS A 'KENTUCKY JONES' WRITER

Producer Albert Beich has signed TV writer Margaret Armen for NBC-TV's "Kentucky Jones," starring Dennis Weaver in the title role and featuring Ricky Der and James McCallion.

The series, which will premiere Saturday, Sept. 19 (8:30-9 p.m. NYT) will go into production at Desilu Studios, Culver City, in June.

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NBC-New York, 5/4/64



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For June, 1964 (EDT)

Mondays through Fridays, June 1 through June 26

10:30-11 a.m. -- "Merv Griffin's Word for Word."

11:30 a.m.-12 noon -- "Jeopardy."

12 noon-12:30 p.m. -- "Your First Impression."

12:30-12:55 p.m. -- "Truth or Consequences."

2:25 p.m. -- "Let's Make a Deal."

3:30-4 p.m. -- "You Don't Say!"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

(Note: On June 2, the program will be interrupted 12 mid.-12:15 a.m. for a report on the California primary elections.)

Mondays through Fridays, June 29 and thereafter

10:30-10:55 a.m. -- "Merv Griffin's Word for Word."

11:30 a.m.-12 noon -- "Jeopardy."

12 noon-12:30 p.m. -- "Say When."

12:30-12:55 p.m. -- "Truth or Consequences."

1:30-1:55 p.m. -- "Let's Make a Deal."

3:30-4 p.m. -- "You Don't Say!"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Monday, June 1

7:30-9:30 p.m. -- "Monday Night at the Movies."

10-11 p.m. -- "Sing Along with Mitch."

Tuesday, June 2

10-11 p.m. -- "Bell Telephone Hour."

Wednesday, June 3

7:30-9 p.m. -- "The Virginian."

Thursday, June 4

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "Kraft Suspense Theatre."

Friday, June 5

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."

10-11 p.m. -- "The Jack Paar Program."

(more)



2 - Colorcast Schedule for June

Saturday, June 6

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."  
10-10:30 a.m. -- "The Hector Heathcote Show."  
12 noon-12:30 p.m. -- "The Bullwinkle Show."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, June 7

5:30-6 p.m. -- "G-E College Bowl."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."

Monday, June 8

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-11 p.m. -- "Sing Along with Mitch."

Tuesday, June 9

9-10 p.m. -- "The Red, White and Blue" - "Project 20" special.

Wednesday, June 10

7:30-9 p.m. -- "The Virginian."

Thursday, June 11

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "Kraft Suspense Theatre."

Friday, June 12

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, June 13

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."  
10-10:30 a.m. -- "The Hector Heathcote Show."  
12 noon-12:30 p.m. -- "The Bullwinkle Show."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, June 14

5:30-6 p.m. -- "G-E College Bowl."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Du Pont Show of the Week."

Monday, June 15

10-11 p.m. -- "Sing Along with Mitch."  
(more)



3 - Colorcast Schedule for June

Tuesday, June 16

10-11 p.m. -- "Bell Telephone Hour."

Wednesday, June 17

7:30-9 p.m. -- "The Virginian."

Thursday, June 18

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "Kraft Suspense Theatre."

Friday, June 19

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."

10-11 p.m. -- "The Jack Paar Program."

Saturday, June 20

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."

10-10:30 a.m. -- "The Hector Heathcote Show."

12 noon-12:30 p.m. -- "The Bullwinkle Show."

8:30-9 p.m. -- "The Joey Bishop Show."

9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, June 21

6-6:30 p.m. -- "Meet the Press."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Du Pont Show of the Week."

Monday, June 22

10-11 p.m. -- "Sing Along with Mitch."

Tuesday, June 23

10-11 p.m. -- "Polaris Submarine: Journal of an Undersea Voyage" --  
repeat of special program.

Wednesday, June 24

7:30-9 p.m. -- "The Virginian."

Thursday, June 25

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "Kraft Suspense Theatre."

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4 - Colorcast Schedule for June

Friday, June 26

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, June 27

9:30-10 a.m. -- "The Ruff 'n' Reddy Show."  
10-10:30 a.m. -- "The Hector Heathcote Show."  
12 noon-12:30 p.m. -- "The Bullwinkle Show."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, June 28

6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."

Monday, June 29

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, June 30

10-11 p.m. -- "Bell Telephone Hour."

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NBC-New York, 5/4/64



JACK TRACY  
ROOM 320

2-X-H

NBC TRADE NEWS

May 6, 1964

COLGATE-PALMOLIVE BUYS SPONSORSHIP IN 9 NBC-TV NIGHTTIME SHOWS

The Colgate-Palmolive Co. has purchased sponsorship in nine NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Colgate order, which spans the Summer months, includes "Sing Along with Mitch," "The Richard Boone Show," "Eleventh Hour," "Temple Houston," "International Showtime," "The Jack Paar Program," "The Lieutenant," "Saturday Night at the Movies" and "Moment of Fear."

The agency for Colgate is Ted Bates & Co.

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# NBC SPORTS

A DEPARTMENT OF NBC NEWS

May 6, 1964

## ZENITH, KAISER JEEP AND UNITED AIRLINES TO SPONSOR NBC-TV'S TWO-DAY COLOR COVERAGE OF "WORLD SERIES OF GOLF"

Action in the third annual World Series of Golf, in which Arnold Palmer and three other links champions will compete for a \$50,000 first prize, will be colorcast by the NBC-TV Network Saturday and Sunday, Sept. 12 and 13, it was announced today by Carl Lindemann Jr., Vice President, NBC Sports.

NBC-TV also covered golf's World Series in 1962, the first year it was played, and in 1963. As in both previous years, the site of the 36-hole, medal-play competition will be the Firestone Country Club in Akron, Ohio. TV time both days will be 4:30 to 6 p.m. EDT.

Sponsoring the two 90-minute golf colorcasts will be Zenith Radio Corporation (through Foote, Cone & Belding Inc.); Kaiser Jeep Corporation (through Compton Advertising Inc.), and United Airlines Inc. (through N. W. Ayer & Son).

Palmer's triumph in the Masters Tournament last month qualified him for this year's World Series of Golf. The other members of the foursome will be the winners of the U. S. Open Championship, the British Open and the PGA Championship to be played in the next two months.

(more)



## 2 - World Series of Golf

If there are any double winners and an alternate is required to complete the four-man field, the fourth participant will be chosen by the following priority:

(1) The winner of last year's World Series of Golf.

Or (2) if he has already qualified, the loser of a playoff for any of the four qualifying tournaments.

Or (3) if there were no playoffs, the winner of a special playoff among the second-place finishers in the four tournaments.

The first alternate would be Jack Nicklaus, who won the World Series of Golf a year ago with rounds of 70-70 for a 140 score. He also captured the inaugural World Series in 1962.

The first prize of \$50,000 is one of golfdom's richest prizes. The runner-up will collect \$15,000, with third and fourth-place finishers getting \$5,000 each.

The Firestone course has a par of 70 and measures 7,165 yards. The Akron club hosts the American Golf Classic each year and was the scene of the 1960 PGA tourney.

The World Series of Golf has approval of the Professional Golfers' Association, and PGA officials will supervise the action. Walter Schwimmer of Chicago, who originated the competition, will be the executive producer of the TV coverage.

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NBC-New York, 5/6/64



NBC TELEVISION NETWORK NEWS

May 6, 1964

'THE MAN FROM U.N.C.L.E.' IS NEW TITLE OF NBC-TV FULL-HOUR  
1964-65 SERIES STARRING ROBERT VAUGHN AS NAPOLEON SOLO

The title of the new full-hour dramatic series starring Robert Vaughn as Napoleon Solo has been changed from "Solo" to "The Man from U.N.C.L.E." The adventure series has been scheduled on the NBC-TV Network Tuesdays, 8:30-9:30 p.m. NYT, for the 1964-65 season.

Solo is the suave, steel-muscled agent of U.N.C.L.E., an international organization responsible for the welfare of people and nations anywhere in the world. U.N.C.L.E. wages an unrelenting battle against Thrush, an organization attempting world-wide subversion.

"The Man from U.N.C.L.E." will be produced by MGM-TV in association with Arena Productions and NBC. The executive producer and co-developer is Norman Felton.

In addition to Vaughn, currently starring in NBC-TV's "The Lieutenant," the new series will have Will Kuluva and David McCallum as regulars.

"The Man from U.N.C.L.E." will be written by Sam Rolfe, who developed the series with Felton.

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# NBC NEWS ELECTION YEAR '64

May 6, 1964

NBC NEWS PRESENTS MOST THOROUGH NETWORK TV  
COVERAGE OF INDIANA AND OHIO PRIMARIES

NBC News presented more thorough television coverage of the Indiana and Ohio primaries than any other network last night Tuesday, May 5.

Frank McGee, anchor man for the special coverage, reported on "The Huntley-Brinkley Report" at 7:25 p.m. EDT that, according to an NBC News projection, Governor Matthew E. Welsh of Indiana would receive 65 per cent of the vote in the Indiana Democratic Presidential Primary, and that his opponent, Governor George C. Wallace of Alabama, would get about 30 per cent. This live pickup from Indianapolis gave early returns in the Indiana Democratic and Republican Presidential primaries.

Governor Welsh was declared the winner of the Democratic primary and Senator Barry Goldwater the winner of the Indiana Republican Presidential primary in a "flashcaster" report at 8:10 p.m. EDT. In a bulletin at 8:31 p.m. EDT, Floyd Kalber reported from Cleveland that Congressman-at-Large Robert Taft Jr. and Senator Stephen M. Young had won the Ohio senatorial primaries.

Further developments were carried in "flashcaster" reports at 9:08 and 9:47 p.m. EDT.

(more)



A special program in "The Campaign and the Candidates" series from 11:15 to 11:30 p.m. EDT updated the election results in Indiana and Ohio. The program included interviews with Governor Welsh and Governor Wallace, which had been taped shortly before air time.

The NBC News television coverage was produced by Chet Hagan.

Extensive coverage on NBC Radio included special programs from 9:35 to 9:45 p.m. and from 11:35 to 11:45 p.m. EDT, as well as bulletins and reports on regular news programs.

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NBC-New York, 5/6/64



NBC TELEVISION NETWORK NEWS

May 6, 1964

JACK BENNY'S LONG-TIME ASSOCIATES  
WILL BE WITH HIM WHEN HE BRINGS  
SHOW TO NBC-TV NETWORK IN FALL

Jack Benny's cast and crew will be with the celebrated comedy star when he brings his "Jack Benny Show" to the NBC-TV Network in the Fall (Fridays, 9:30-10 p.m. NYT).

This marks some of the longest runs with one boss in show-business, said Irving Fein, executive producer of "The Jack Benny Show," in making the announcement. Fein himself has been with Benny 18 years. Of the four writers, Sam Perrin and George Balzer have been with Benny 21 years, and Al Gordon and Hal Goldman 16 years each.

Eddie "Rochester" Anderson is in his 28th year as a performer with Benny, and Dennis Day 26 years.

Don Wilson has the longevity record, having worked for Jack 31 years. Mahlon Merrick, music director, has waved his baton for Jack 28 years.

"Babies" of the troupe are producer-director Norman Abbott and associate producer Hal Burke who will begin their second season with the show.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 6, 1964

## 'HUNTLEY-BRINKLEY REPORT' WILL SHOW YEMEN DESERT WAR FILMS MADE ON 'CLOAK-AND-DAGGER'-STYLE TRIP BY FRANK BOURGHOLTZER AND CREW

Exclusive films of the desert war in Yemen, taken on a "cloak-and-dagger"-style trip by NBC News correspondent Frank Bourgholtzer into the mountainous stronghold of tribal fighters, will be shown on the "Huntley-Brinkley Report" beginning Thursday, May 7.

The "Huntley-Brinkley Report" is telecast Monday through Friday on the NBC-TV Network from 7 to 7:30 p.m., New York Time.

The films will show the desperate struggle of the Yemeni Royalists who, although ill-equipped and undermanned, have succeeded for 19 months in holding off attacks by the Yemeni Republican forces who are bolstered by 40,000 troops from Gamal Abdel Nasser's United Arab Republic.

The war in Yemen began on Sept. 27, 1962, when a coup d'état overthrew the regime of Imam Mohammed Al-Badr who then took refuge with the loyal tribes in the north of the country.

The NBC News project had its beginnings last February when Reuven Frank, executive producer of the "Huntley-Brinkley Report," concluded arrangements with American representatives of the Yemeni Royalists to permit a film crew into the arid no-man's-land.

(more)



Bourgholtzer, along with cameraman Chris Callery and sound-man Peter Day, slipped across the Saudi Arabian border on April 1. For the next 23 days, they traveled by truck, camel and donkey across the desert and into the mountains; lived with the tribal fighters in caves cut out of the rocky canyons; survived bombing raids and infantry charges; and emerged with the first film report of its type to be shown on American television.

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NBC-New York, 5/6/64



JACK TRACY  
ROOM 320

2-X-H

NBC TRADE NEWS

May 7, 1964

HUMBLE OIL TO SPONSOR 'THE FRENCH ARMY,' FULL-HOUR NBC NEWS  
TV SPECIAL ON THE DECLINE FROM GRANDEUR OF MILITARY  
UNIT THAT ONCE HELD GLOBAL EMPIRE TOGETHER

"The French Army," a story of the decline from grandeur of a military organization that once held together a global empire, will be telecast on the NBC-TV Network Tuesday, June 9 (10-11 p.m. EDT).

The special program will be narrated by NBC News Paris correspondent Bernard Frizell, and produced by George A. Vicas, head of the NBC News European Production Unit. It will be sponsored by the Humble Oil & Refining Co. (through McCann-Erickson of Houston).

"The French Army" will trace events, beginning with World War I, that have reduced L'Armee Francaise from a political power on a world scale to a force of questionable influence even in its own country.

The French army, according to producer Vicas, never recovered from the blood bath of World War I, and the story of "The French Army" will begin at Verdun with a pictorial representation of what the slaughter was like. The telecast will then trace the army's history through the Maginot Line phase, the defeat of 1940, the liberation of 1944, and the subsequent defeats in Indochina and Algeria.

"The various defeats the French army suffered made it an important political factor in French life. It brought Charles de Gaulle to power in 1958," Vicas notes. "But de Gaulle was not a tool of the army, and Algeria was abandoned. After the OAS chapter with its

(more)



terror, de Gaulle brought the army back to France and is now remodeling it into a technically oriented nuclear force. The political claws of the army have been clipped, at least for now."

The NBC News telecast will raise the questions, says Vicas, of the role the army is now playing in France, and to what extent it is being used as a political lever on the world scene.

For first-hand information tracing the history of France's army, Vicas interviewed dozens of active and retired army officers. Most refused to talk before a camera, but there were exceptions. The most dramatic is "Captain X," a paratroop officer who fought in Indo-china and Algeria and who flouts regulations by telling his personal story in the film as a silhouette.

Four colonels and ex-colonels who were active at strategic moments in the recent history of the army give their opinions and explain what their problems were. Also included in "The French Army" will be action scenes of army maneuvers, a stirring parade down the Champs Elysees, exclusive films of training camps, air bases, barracks, operational units, and the famous St. Cyr Military Academy -- France's West Point.

"The French Army" will be the latest NBC News special from the NBC News European Production Unit. The unit, under Vicas's direction, has been responsible for the widely acclaimed "The Kremlin," and, most recently, "Paris: The Story of High Fashion" and "Britain: The Changing Guard."

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NBC-TV PROGRAM HIGHLIGHT JUNE 9

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"THE FRENCH ARMY" -- NBC News special on the decline from grandeur of a military organization that once held together a global empire. Bernard Frizell narrates.



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 7, 1964

'NBC WHITE PAPER' WILL EXAMINE DECISION TO DROP ATOMIC BOMB  
IN 1945; FORMER PRESIDENT TRUMAN, OTHER OFFICIALS  
WILL BE INVITED TO APPEAR ON TELECAST

The decision to drop the atomic bomb -- one of the most momentous decisions in history -- will be the subject of an "NBC White Paper" program on NBC-TV during the 1964-65 season, it was announced today by Irving Gitlin, Executive Producer, Creative Projects, NBC News.

Gitlin said, "Our program will undertake a full-scale investigation of the background and the forces that led to the decision to drop the atomic bomb first on Hiroshima and then Nagasaki in Japan in 1945. Producer Fred Freed will head a large staff of researchers who will commence a detailed examination of the public record and the behind-the-scenes thinking which shaped the decision and led to this historic moment in world history."

Former President Harry S. Truman will be invited to appear on the program, as will other officials who had a part in the ultimate decision to drop the bomb.

During the 1963-64 season, Fred Freed, who will produce "The Decision to Drop the Bomb," was producer and writer of two "NBC White Paper" programs on American foreign policy in Cuba: "Cuba: Bay of Pigs" and "Cuba: the Missile Crisis."

Chet Huntley narrates the award-winning documentary series. The date of the "NBC White Paper" program on "The Decision to Drop the Bomb" will be announced.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA NEW YORK, N.Y. 10020



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 7, 1964

## WARREN COMMISSION'S FINAL REPORT WILL SAY LEE OSWALD HAD NO FELLOW CONSPIRATORS, NBC'S RAY SCHERER SAYS ON "EMPHASIS"

The Warren Commission investigating all aspects of the assassination of President Kennedy will say "definitely" in its final report, expected next month, that Lee Oswald had no fellow conspirators, NBC News correspondent Ray Scherer in Washington, reported on NBC Radio's "Emphasis" today (May 7).

"The commission has now amassed so much evidence the volumes of notes and observations would fill a fair-sized room," Scherer said. "The final report, expected next month, will be a thick book. NBC News has learned that the report will say definitely that Lee Oswald had no fellow-conspirators, that he was a loner. In fact the commission, in tracing Oswald's past, has found that he was a loner all of his life -- as a young man, as a Marine, as a young American in the Soviet Union, as a member of the Fair-Play-for-Cuba Committee.

"The Commission has now talked to everyone connected with the case -- Marina Oswald, Governor and Mrs. John Connally, Oswald's mother, his brother, all the policemen, the FBI, the SS involved, all the witnesses, the doctors, everyone with any possible connection. Mrs. Jacqueline Kennedy is to give her views."

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JACK TRACY  
ROOM 320

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NBC COLOR TELEVISION NEWS

'BELL TELEPHONE HOUR' WILL PRESENT MUSICAL THEATRE-IN-THE-ROUND  
FORMAT LIVE DURING SUMMER, SPOTLIGHTING YOUNG TALENT,  
AND WITH TOP STARS SERVING AS HOSTS

FOR RELEASE MONDAY, MAY 11

A new type of TV presentation -- a musical theatre-in-the-round -- will be the Summer format for NBC-TV's "Bell Telephone Hour" starting Tuesday, June 30 (10 to 11 p.m. EDT).

The alternate-week programs will be colorcast live from NBC's Peacock Studio in the RCA Building, New York. The show will be performed before a studio audience encircling the stage, tier-on-tier. On the first of the Summer shows singer Florence Henderson, Broadway and TV star, will be hostess.

In the best tradition of Summer theatre, the program will present fresh young professional talent, with top stars as hosts. The "Bell Telephone Hour's" custom of featuring talent in all fields of musical entertainment -- singers, dancers and instrumentalists in popular and classical fields -- will be continued in the Summer.

The musical-theatre-in-the-round will utilize light settings, on a stage of various levels to expedite transition from one musical sequence to another. The Bell Telephone Orchestra, conducted by Donald Voorhees, will be placed in camera-view on the circular stage.

Henry Jaffe Enterprises is producer of the Summer series, with Barry Wood as executive producer. The programs are sponsored by the Bell System. N. W. Ayer and Son, Inc. is the agency.

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NBC TRADE NEWS

May 8, 1964

ROBERT S. CURRAN NAMED TO NEWLY CREATED POST OF  
COORDINATOR, SPORTS INFORMATION, NBC PRESS

Robert S. Curran has been named to the newly created post of Coordinator, Sports Information, NBC Press, it was announced today by M. S. Rukeyser Jr., Vice President, Press and Publicity, NBC.

Mr. Curran's background encompasses the fields of publicity, advertising, magazine writing and editing, motion picture writing and college football.

Born and reared in Boston, he played tackle at Cornell University where he was graduated with a B.A. degree in English in 1949. Shortly after graduation, he joined Macfadden Publications, leaving a year later for a motion picture writing assignment with J. Walter Thompson Co.

In June 1951, Mr. Curran became television editor for Fawcett Publications. He also edited special sport issues for the chain's True magazine. He moved over to Fawcett's Cavalier magazine as associate editor, and was named editor-in-chief in 1957.

In 1961, Mr. Curran was named a Vice President of Campbell-Downe Inc., advertising agency. One of the firm's accounts was the New York Winter Carnival, sponsors of the Gotham Bowl. He was director of this event in 1961 and 1962.

Mr. Curran turned free-lance magazine writer in December, 1963. He has contributed pieces to the Saturday Evening Post, Sports Illustrated, Sport, Pageant, Reader's Digest, and Family Weekly.

(more)



While editor of Cavalier, Mr. Curran located Reginald Evans, the man who saved President Kennedy's life in the Pacific during World War II, and arranged a meeting with the President at the White House. Another of Mr. Curran's projects was the establishment of a fund to pay the delinquent taxes owed by World War I hero Sergeant York.

Mr. Curran served with distinction with the U.S. Army Rangers in Europe during the Second World War, receiving several medals, including the Purple Heart.

He is a member of the Football Writers Association of America, Overseas Press Club and Catholic Institute of the Press. He is married to the former Mary Sullivan of Boston. The couple lives in Manhattan with their three sons: Robert, 11; Mark, 8, and John, 6.

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NBC-New York, 5/8/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

INDIAN ARMY'S ABILITY TO RESIST RED CHINESE AGGRESSION  
WILL BE REPORTED BY JOHN MASTERS, AUTHOR AND  
EX-OFFICER, ON NBC NEWS COLORCAST

FOR RELEASE MONDAY, MAY 11

A report by John Masters, author and former Indian Army officer, on the Indian Army and its ability to resist future aggression from Communist China will be presented in "Jawan: The Defense of India," a full-hour NBC News special to be colorcast on the NBC-TV Network Tuesday, May 26 (10-11 p.m. EDT).

The program will be produced by Gerald Green, who, with Masters, traveled through the rugged Himalayan mountains along India's Northeast and Northwest frontiers where Jawans -- the Indian word for their G.I.s -- are stationed. Henri Toluzzi was the cameraman.

In October, 1962, full-scale fighting broke out between Indian and Red Chinese troops along the India-China frontier. Before a cease-fire was agreed upon, the Chinese had overrun thousands of square miles of Indian territory. The Jawans were equipped with World War I rifles against modern automatic weapons.

Today, however, Masters has found the Indian Army is gradually being equipped with modern weapons and, from the General Staff down, are the most energetic and dedicated men in India. Their training, he reports, is of a high order and their officers have confidence.

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# NBC TELEVISION NETWORK NEWS

May 8, 1964

## FOUR NBC-TV PROGRAMS ARE CHOSEN TO REPRESENT U.S. ABROAD IN MAJOR INTERNATIONAL FILM FESTIVALS

Four NBC television programs have been chosen by CINE (Council on International Nontheatrical Events) to represent the United States abroad in the major international film festivals this year. Each of the films so chosen earns CINE's Golden Eagle Award.

The NBC programs in the international competitions will be "That War in Korea," a "Project 20" program produced and directed by Donald B. Hyatt; "The World of Maurice Chevalier," an NBC Special Projects program produced and directed by Eugene S. Jones; "An Experiment in Excellence," an NBC News program produced by Robert Northshield and directed and written by Frank DeFelitta; and "Hailstones and Halibut Bones," an animated film feature made by John Wilson Productions for NBC's "Exploring" series for children.





# NBC NEWS ELECTION YEAR '64

May 8, 1964

## NBC NEWS TV SPECIAL TO COVER REPUBLICAN PRE-PRIMARY ACTIVITY IN OREGON

Final campaign activity before the Oregon primary election will be covered with live and filmed reports on a pre-primary NBC News special program Tuesday, May 12 on the NBC-TV Network (8:30-9 p.m. EDT).

Frank McGee will be anchor man of the coverage, and David Brinkley will participate in an evaluation of the candidates' chances for winning the important Republican Presidential primary May 15. Robert MacNeil, Merrill Mueller, Sander Vanocur and Herbert Kaplow will report, respectively, on the Goldwater, Rockefeller, Scranton and Nixon campaign forces.





May 8, 1964

CLU GULAGER SIGNED FOR REGULAR STARRING ROLE  
ON 'THE VIRGINIAN' SERIES IN 1964-65 SEASON

Clu Gulager has been signed for a continuing starring role on NBC-TV's "The Virginian" color series.

Frank Price, executive producer of the 90-minute Wednesday night dramas (7:30-9 p.m. NYT), announced that Gulager will portray Deputy Sheriff Emmett Ryker when the series opens its third season in September.

"Ryker is a man with a rather checkered background," Price said. "He is a stubborn man who has little respect for authority, and although he is now a lawman he is not above ignoring the law if he thinks it will help him get a job done more easily. There are also strong rumors that Emmett Ryker was once a gunfighter."

Gulager, who formerly starred as Billy the Kid on NBC-TV's "The Tall Man" series, joins Lee J. Cobb, James Drury, Doug McClure, Randy Boone and Roberta Shore in the regular cast of "The Virginian."

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NBC COLOR TELEVISION NEWS



May 8, 1964

— ADDITION TO NBC-TV NETWORK MAY COLORCAST SCHEDULE —

Tuesday, May 26

10-11 PM

"Jawan: The Defense of India,"  
an NBC News color special.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 11, 1964

"THE PATIENT IN ROOM 601," NBC NEWS' CREATIVE PROJECTS PROGRAM TELLING REAL-LIFE STORY OF YOUNG WOMAN'S REHABILITATION FROM PLANE CRASH INJURIES, WILL BE JUNE 7 "DU PONT SHOW OF WEEK"

The remarkable story of the dramatic fight for life -- and the subsequent rehabilitation -- of a young girl who survived an air disaster in 1958, will be the subject of "The Patient in Room 601," the "Du Pont Show of the Week" of Sunday, June 7 (10 to 11 p.m. EDT) on the NBC-TV Network.

On Aug. 15, 1958, Lita Levine, a 23-year-old secretary in a New York brokerage firm was flying to Nantucket, Mass., for a 10-day vacation. As the plane prepared for a landing and Miss Levine fastened her seat belt in anticipation of happy days in the sun ahead, tragedy struck. A sudden fog developed and as the plane groped its way toward the runway, it made a sudden plunge to earth -- only a few feet from its destination. Twenty-two of the 31 passengers were killed and, of the survivors, Lita Levine was the most seriously injured. She had third degree burns over 50 per cent of her body.

The almost incredible story of her rescue from the flaming wreckage, the desperate and determined struggle to keep her alive, her rehabilitation and her eventual return to the outside world after two years of hospitalization and four years of intensive treatment, provides the basis for this story of courage and triumph.

Producer Fred Freed said, "Our program is an attempt to reconstruct through eyewitness accounts, this heroic story of the human capacity to survive almost incredible pain and hardship."

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(more)



The Lita Levine story, in addition to being one of heroism and fierce determination, is also one of love -- the love of two parents for their only child, the intense devotion of Beatrice and Nathan Levine to their daughter. The parents never left their daughter's side from the time of the accident. In addition to the medical miracles performed by specialists at the Massachusetts General Hospital in Boston, the psychological miracles achieved by the elder Levines in strengthening their daughter's will to live, provide a significant part of this dramatic story.

Producer Freed begins his story at the time of the crash, when Miss Levine was literally buried under the debris of the wreckage. She was pinned beneath an 800-pound engine, and it took over an hour for 30 men working painstakingly with ropes to rescue her.

The next morning, the girl was under intensive treatment at the Massachusetts General Hospital, which -- since the tragic Cocoanut Grove fire in 1942 -- has become the center of research and specialized techniques in severe burns' treatment.

Five years and 40 operations later, Lita Levine was again a part of the outside world, living a meaningful life. The recent opening of an exhibit of original paintings by Miss Levine at Boston's Hampshire House will be focused upon, as an illustration of the strides made in her rehabilitation.

"The Patient in Room 601" will be written by producer Freed. Len Giovannitti is associate producer and director. It is a presentation of Creative Projects of NBC News, for which Irving Gitlin is executive producer.

#### NBC-TV PROGRAM HIGHLIGHT JUNE 7

"THE DU PONT SHOW OF THE WEEK": "The Patient in Room 601" -- A real-life story of the fight for life of a young woman injured in a plane crash.

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NBC-New York, 5/11/64



## NBC TRADE NEWS

May 11, 1964

### HOFFMAN-LA ROCHE PLACES ORDERS IN 7 NBC-TV SHOWS FOR 1964-65

Hoffman-La Roche Inc. has purchased sponsorship in seven NBC-TV programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The company has placed orders for "The Alfred Hitchcock Hour," "Daniel Boone," "The Virginian," "Wednesday Night at the Movies," "That Was the Week That Was," "International Showtime" and "The Jack Paar Program."

The Hoffman-La Roche order was placed through McCann-Erickson.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 11, 1964

## RICHARD KELLERMAN IS NAMED MANAGER, NEWS PLANNING, FOR NBC NEWS

Appointment of Richard Kellerman as Manager, News Planning, for NBC News was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Mr. Kellerman has been administrator of Creative Projects, an NBC News unit headed by Executive Producer Irving Gitlin. He joined NBC in June, 1960, as Coordinator of Community Relations for public affairs programming created by Mr. Gitlin.

A former staff member of the New York Daily News, he went to CBS News in 1956 as out-of-town promotion director for the "Campaign Cavalcade." He became supervisor for Information Services, CBS News, and later worked on the staff of "WCBS Views the Press."

Mr. Kellerman attended Columbia University and served in the U. S. Marine Corps in World War II. He is married to the former Regina M. Kohrman. They have an apartment in New York and a house in South Kent, Conn.

In his new assignment, Mr. Kellerman will report to Mr. McAndrew.

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"TONIGHT'S" SKITCH HENDERSON TO BE MUSICAL DIRECTOR  
AT GREATER N. Y. FUND MUSIC-VARIETY SHOW BENEFIT

Skitch Henderson (of NBC-TV's "Tonight Show Starring Johnny Carson") will be musical director and conductor at the World of Music Fair at New York's Madison Square Garden June 10. He will wield the baton at the musical variety show to be held for the benefit of the Greater New York Fund and its 425 health and welfare agencies.

Among the stars who will perform under the musical direction of Skitch are Steve Lawrence, Eydie Gorme, Buddy Hackett, Jack Carter, Sarah Vaughan, Jack Jones, Marian Montgomery, Jerry Vale, Buddy Greco, Dick Shawn, the Smothers Brothers, the Serendipity Singers, the Epics, the dance company from "What Makes Sammy Run?" and the Bayanihan Philippine Dance Company.

Radio station WNEW is organizing the benefit.

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NBC-New York, 5/11/64



CREDITS FOR 'EMMY AWARDS SHOW' ON NBC-TV NETWORK

Program: The "Emmy Awards" Show

Time: NBC-TV Network Monday, May 25 (10-11:30 p.m. EDT).

Co-Hosts: Joey Bishop in Hollywood and E. G. Marshall (in New York).

Points of Origination: The Hollywood Palladium in Hollywood, and the Texas Pavilions of the New York World's Fair.

Executive Producer: Bob Finkel, Hollywood.

President of National Academy of Television Arts and Sciences: Mort Werner

Producer-director: Bob Henry, Hollywood.

Producer for New York: Dick Schneider

Associate Producer, New York: Tom Sternberg

Associate Producer, Hollywood: Norman Morrell

Director, New York: Lee Tredanari

Technical Director: Clair McCoy

Writer: Robert Goldman

Music Director: Jerry Fielding

Film Coordinator: Gordon W. Wiles

Art Director: E. Jay Krause

Scenic Designer: Frank Skinner (in Hollywood), and Herb Andrews (in New York).

Unit Managers: Sil Caranchini (in Hollywood), and Joe Hewes (New York).

NBC Press Representatives: Bill Kiley (in Hollywood), and Betty Lanigan (in New York).

Sponsors (and Agencies): Libby, McNeill & Libby (J. Walter Thompson Co.) and Timex Watches (Warwick & Legler Inc.).

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NBC-New York, 5/11/64

## WORD "VOLTRONIC" ETC.

C. (8000) & 20° C. when breakdown voltage  
is 1000 V.

Temperature of insulation  
is 100° C. when breakdown voltage  
is 1000 V.

Max. temperature of insulation  
will not be 100° C. when  
breakdown voltage  
is 1000 V.

Insulation voltage and

temperature relation

Insulation voltage and  
temperature relation

Breakdown voltage

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Breakdown voltage

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Breakdown voltage

Breakdown voltage

Breakdown voltage

Breakdown voltage  
and insulation voltage  
are not related.

FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York, N. Y. 10020

JACK TRACY  
ROOM 320

2-X-H

May 12, 1964

ROBERT W. SARNOFF NAMED FIRST RECIPIENT OF DISTINGUISHED  
COMMUNICATIONS MEDAL AWARD OF SOUTHERN BAPTISTS'  
RADIO AND TELEVISION COMMISSION

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, has been named first recipient of the Distinguished Communications Medal award of the Southern Baptists' Radio and Television Commission. He is cited for "25 years of leadership" in communications and for the "spirit of cooperation" he has fostered between NBC and the nation's religious denominations.

The medal will be presented at the Southern Baptist Convention in Atlantic City, N. J., May 22. Dr. Paul M. Stevens, Director of the organization's Radio and Television Commission, will make the presentation. Mr. Sarnoff will address the convention following the presentation.

Dr. Stevens, who announced the establishment of the medal, said it will be awarded to individuals who have made an "outstanding contribution" to the world in the field of communications and it will "not necessarily" be made annually.

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NBC TRADE NEWS

May 12, 1964

HOUR COLORCAST STARRING STEVE LAWRENCE TO BE  
FIRST OF SEVERAL 'SNEAK PREVIEW SPECIALS'  
ON NBC-TV NETWORK IN 1964-65 SEASON

Steve Lawrence will star in the first of several "Sneak Preview Specials" on the NBC-TV Network for the 1964-65 season, it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs. This special will be presented in color Friday, Nov. 27, 10-11 p.m. NYT.

Lawrence, who is currently starring in the Broadway musical hit, "What Makes Sammy Run?" will headline a novel television concept for music, variety and comedy. The program will originate from the NBC Studios in New York.

Mr. Friendly said: "The details of the format are intentionally being withheld. However, the style, look, sound, pace and attitude of this program will differ from other musical variety shows on television. Steve Lawrence, who has been associated with NBC since his early days on the 'Tonight' show, is ideally suited for this format because of his musical and comedic abilities."

The network's first two "Sneak Preview Specials" will be fully sponsored by Timex Watches through Warwick & Legler Inc.

The second "Sneak Preview Special" will be announced at a later date.

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## NBC TRADE NEWS

May 12, 1964

### CONSUMERS PRODUCTS BUYS SPONSORSHIP IN 2 NEW NBC-TV SHOWS

The Consumers Products Division of Union Carbide Corp. has purchased sponsorship in two new NBC-TV programs for 1964-65 -- "The Man from U.N.C.L.E." and "Daniel Boone" -- it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"The Man from U.N.C.L.E." is a full-hour spy-drama series to be telecast Tuesdays at 8:30 p.m. NYT. Robert Vaughn will star in the lead role. Fess Parker will play the title role in "Daniel Boone" which will be broadcast Thursdays, 7:30-8:30 p.m. NYT.

The Union Carbide order was placed through William Esty Co.

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## NBC TRADE NEWS

May 12, 1964

### HUMBLE OIL WILL SPONSOR NBC NEWS FULL-HOUR COLOR SPECIAL--

"GENTLEMEN, START YOUR ENGINES!" --ON PAST, PRESENT AND  
FUTURE OF INDIANAPOLIS 500-MILE MEMORIAL DAY AUTO RACE

"Gentlemen, Start Your Engines!" -- an NBC News color special sponsored by the Humble Oil & Refining Co. -- will score another sports first for NBC-TV on Thursday, May 28 (7:30-8:30 p.m. EDT). The hour-long inside look at the past, present and future of the Indianapolis 500-mile automobile race, held every Memorial Day since 1911, is the first network television special ever done on the 500, the biggest and most colorful racing show on earth.

(McCann-Erickson of Houston is the agency for Humble Oil.)

The title "Gentlemen, Start Your Engines!" is the command that starts the race each year and is as meaningful in racing as the cry, "Play ball!" is in baseball. The first start of the traditional 500 will be seen on the special of May 28 when films of the 1911 race won by Ray Harroun (who is now living in Anderson, Ind.) are shown. Color highlights of the races from 1958 to 1963 will also help set the pace for this television first.

Even more exciting than these colorful races is the new footage which producer Pete Molnar and his NBC crew have shot. Some of this

(more)



was acquired by mounting a camera on the rear of Roder Ward's car as he roared around the track. The result gives the television viewer a memorable sports thrill. Coverage of the trial heats from a helicopter gives the viewer a long, yet intimate, look at what a race can be like. Additional thrills were contributed by a camera crew whose car careened around behind Ward as he made a faster run around the fabled Brickyard.

Among the 500 insiders who will describe what their lives can be, are drivers Parnelli Jones, the 1963 winner; Rodger Ward, Eddie Sachs, A. J. Foyt, Don Gurney, Jim Clark, designer Colin Chapman, famous pit boss A. J. Watson, and J. C. Agajanaian, owner of the winning car in the 1963 race. Chapman, designer of the Lotus Ford will show why his car is so different and will explain why it could revolutionize the 500 and thus racing in general.

Leo Levine of the New York Herald Tribune, one of the outstanding racing writers in America, was the writer for "Gentlemen, Start Your Engines!" while Ken W. Purdy, dean of auto racing writers, acted as special consultant. The imaginative musical score was written by Eddie Safranski who wrote the prize-winning score for NBC News' "The Tunnel." Bud Palmer is narrator.

"Gentlemen, Start Your Engines!" is one of 26 NBC News specials sponsored by the Humble Oil & Refining Co. that will appear in 1964. It will preempt "Temple Houston" on May 28.

— NBC-TV PROGRAM HIGHLIGHT MAY 28 —

"GENTLEMEN, START YOUR ENGINES!" -- A behind-the-scenes look at the 500-mile championship automobile race held every Memorial Day at the Indianapolis Speedway. This network television "first" is a full-hour NBC News special. (Color).





# NBC NEWS ELECTION YEAR '64

May 12, 1964

"ELECTION YEAR IN AVERAGETOWN" (SETTING IS SALEM, N.J.)

WILL BE SUBJECT OF A "DAVID BRINKLEY'S JOURNAL" SPECIAL

A David Brinkley study of a "typical" small American community and its political attitudes in this Presidential election year will be presented in "Election Year in Averagetown" on the NBC-TV Network Thursday, June 18, 7:30-8:30 p.m. EDT.

This "David Brinkley's Journal" special will be co-produced by Ted Yates and Stuart Schulberg.

Who will be elected President in November, 1964? What is the political mood along America's "Main Street" as the campaigns and the candidates shift into high gear? How will such issues as disarmament, welfare, poverty, unemployment, and civil rights affect the vote of the "typical American" on Election Day?

To get a clue to the answers of these and other integral questions, NBC News (with an assist from the U. S. Bureau of Census) selected Salem, N. J., as the subject of the documentary.

According to Yates, who directs as well as co-produces the program, "When we conceived the idea, we approached the Census Bureau in Washington and asked for help in selecting our 'typical town.' We said we wanted to find one that had voted with the national average in recent national elections, and stipulated our other requirements. The bureau fed our specifications into its computers and out came Salem."

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Salem is a town of 9,000 persons situated on the south-eastern shore of New Jersey. Anchored with a history dating back to Colonial times, the community is experiencing the same economic and social pressures that affect its kindred communities across the nation, pressures that are translated into political terms in times of national elections.

"There is no such thing as a purely typical American small town," Yates concedes. "But Salem has proportioned its votes almost identically with the national proportion in the last three Presidential elections. We feel that it indicates something of value in terms of prediction."

In connection with the program, NBC News sponsored a public opinion survey of Salem's citizenry by the Gallup Organization, Inc., of Princeton, N. J. Results of that survey, including the town's projected choice for President, will be one of the highlights of "Election Year in Averagetown."

The special program will preempt "Temple Houston" on this date.

----- NBC-TV PROGRAM HIGHLIGHT JUNE 18 -----

"ELECTION YEAR IN AVERAGETOWN" -- Full-hour NBC News "David Brinkley's Journal" special on a small American community (Salem, N. J.) and its political attitudes.

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NBC-New York, 5/12/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 12, 1964

## 'MEET THE PRESS' TO ORIGINATE 2 PRE-PRIMARY PROGRAMS IN CALIFORNIA

"Meet the Press" will center its attention on the California primary election in two broadcasts originating from that state Sunday, May 24 and Sunday, May 31 (NBC-TV Network colorcast 6 p.m. EDT; NBC Radio broadcast 6:30 p.m. EDT).

On May 24, two leading Democratic Senatorial candidates, former White House press secretary Pierre Salinger and State Comptroller Alan Cranston, will be interviewed.

On May 31, the California campaign managers for the two Presidential candidates on the June 2 primary ballot will "Meet the Press." The guests will be Senator Thomas H. Kuchel, Republican whip and campaign manager for Governor Nelson A. Rockefeller of New York, and former Senator William S. Knowland, campaign manager for Senator Barry Goldwater of Arizona.

In each program, the time will be divided equally between the two guests, with the same panel questioning each. Panel members will be announced soon. Both programs will originate live and in color, in NBC's studios in Burbank.

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NBC-TV NETWORK PROGRAM

TV STARS CHOSEN AS PRESENTERS OF EMMY AWARDS

- - -  
NBC-TV to Telecast Ceremonies

Many of television's top stars will serve as presenters on the "Emmy Awards" Show Monday, May 25 (NBC-TV 10-11:30 p.m. EDT).

The 16th annual ceremonies of the National Academy of Television Arts and Sciences will have a double origination -- the Hollywood (Calif.) Palladium and the Texas Pavilions of the New York World's Fair. Joey Bishop will be host in Hollywood and E. G. Marshall at the Fair.

The presenters -- and the awards which they will present -- include:

Jack Benny (in Hollywood) -- the "Program of the Year"; Fred MacMurray (in Hollywood) -- "Outstanding Directorial Achievement in the Field of Comedy"; Milton Berle (in New York) -- "Outstanding Program Achievement in the Field of Variety"; Patty Duke (in New York) -- "Outstanding Program Achievement in the Field of Children's Programming"; John Daly (in New York) -- "Outstanding Program Achievement in the Field of News Commentary and Public Affairs"; Hugh Downs (in New York) -- "Outstanding Program Achievement in the Field of Documentary Programs"; Dina Merrill and Jonathan Winters (in New York) -- "Outstanding Single Performance by an Actress in a Leading Role"; Inger Stevens and David Janssen (in Hollywood) -- "Outstanding Performance by an Actor in a Supporting Role";

(more)



Shirley Booth (in Hollywood) -- "Outstanding Directorial Achievement in the Field of Drama"; James Franciscus and Dean Jagger (in Hollywood) -- "Outstanding Program Achievement in the Field of Comedy"; James Drury and Roberta Shore (in Hollywood) -- "Outstanding Writing Achievement in the Field of Drama"; Garry Moore (in New York) -- "Outstanding Performance in a Supporting Role by an Actress"; Gene Barry (in Hollywood) -- "Outstanding Performance by an Actress in a Series (Lead)"; Vincent Edwards -- "Outstanding Single Performance by an Actor."

In one of the entertainment portions, Danny Kaye will do the opening for the show. In another comedy segment, Dick Van Dyke and Mary Tyler Moore will present a sketch in which he plays "Oscar" and she "Emmy," a pair of statuettes with definite opinions of the people to whom they have been presented.

The "Emmy Awards" Show, which is being carried on the NBC-TV Network for the 11th consecutive year, is being produced by Bob Finkel.

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NBC-New York, 5/12/64



JOHNNY CARSON TO RECEIVE LIBERTY BELL AWARD  
FROM PHILADELPHIA TV-RADIO-AD GROUP

Johnny Carson will receive the Liberty Bell Award in Philadelphia on May 21. The host of NBC's "Tonight Show Starring Johnny Carson" colorcasts will be presented with the annual award from the Television Radio Advertising Club of Philadelphia (TRAC).

Sharing the guest-of-honor billing at the club's luncheon at the Warwick Hotel will be Ed McMahon, announcer on "Tonight." Until recently, McMahon was a Philadelphian who commuted to New York for his five-nights-a-week stint on the program.

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NBC-New York, 5/12/64



## NBC FEATURE

May 12, 1964

### 'THE RED WHITE AND BLUE'

'PROJECT 20' ADVANCE MAN LOGS 25,000 MILES COVERING NATION  
FOR PEOPLE AND PLACES TO TELL STORY OF PATRIOTISM

For the past year NBC's "Project 20" television unit has had an advance man traveling back and forth across the nation seeking out places and persons "most useful" in telling the story of American patriotism today.

Robert Garthwaite, the unit's associate producer, has logged 25,000 miles in this quest. He has journeyed from Noank, Conn., westward to San Diego, Calif., talking with teachers, judges, shopkeepers, clergymen, policemen, housewives, servicemen, mayors, lawyers. "Everywhere I went people were eager to cooperate because they feel a need for this kind of program and understand what we are trying to do," he says.

The resulting program, "The Red White and Blue," is a full-hour color special to be telecast Tuesday, June 9 (9-10 p.m. EDT), with Walter Brennan as storyteller. Donald B. Hyatt is the program's producer-director. Phil Reisman Jr. is writing the script, and Robert Russell Bennett is composing and will conduct the orchestral score.

"The program starts from the premise that oversophistication -- or apathy -- seems to have outmoded the outward expression of patriotic feeling," Garthwaite says. "We try to explore the revolutionary changes American patriotism has undergone in modern times in outward display as well as in inner spirit."

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Oversophistication was not apparent in the school room he found in Piscataway Township, N. J. There the sound-cameras followed in his wake and photographed first-graders reciting the Pledge of Allegiance and singing "America." Fourth and fifth-graders read selections from essays they have written on "What My Country Means to Me." (One boy wrote, "It is a privilege to work where you want to, and speak what you want to speak. My country, everyone's country, is an orchard of freedom -- ready to be picked.")

Nor was apathy evident at a ceremony in San Diego, where 100 new citizens, representing 19 different countries, were naturalized. Neither was it seen at the old-time Fourth of July parade and picnic in the small town of Faith, N. C.; in the Memorial Day parade and burial-ground service in the small town of Noank, Conn.; or in the flag ceremony of the U. S. Marines at the Iwo Jima monument just outside of Washington, D. C. All these are seen in the program.

A sequence filmed at a New Jersey plant that manufactures American flags gives evidence of warm feeling. "There is never an American flag that is sent out from our factory that isn't absolutely perfect," a sewing-machine operator proudly told Garthwaite.

At the Liberty of Congress in Washington, D. C., Garthwaite found a collection of old advertisements which will be used in the program to illustrate misuse of the flag. "These advertisements which were printed in the early 20s," Garthwaite says, "used the American flag to sell just about everything, including cherry pie, soap, and playing cards."

Another backward-looking sequence will show the now-deserted structures of Ellis Island, in New York harbor, once the great funnel of

(more)



immigrants to this country. Superimposed over the decaying buildings Garthwaite found on the island will be photographs of the faces of many turn-of-the-century immigrants, accompanied by words from their letters and diaries.

Speaking of Garthwaite's advance road work for the program, producer Donald Hyatt says, "He has done the job so well that by the time we get to the places he has been, the people are not only in a cooperative mood but eager to go all out in participation. It makes our job relatively easy; all the hard work is done by the time we come."

Garthwaite has been a member of the "Project 20" staff since 1957. He was born in New Jersey, and attended the American Theatre Wing and other professional schools in New York City. In 1948 he joined NBC as a tour guide and later that year, when NBC was putting together its first network TV staff, he was named its first network TV production coordinator. He lives in New Brunswick, N. J., with his wife, the former Barbara Chappell, and their five children.

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NBC-New York, 5/12/64



NBC TRADE NEWS

May 12, 1964

TIMEX WATCHES TO SPONSOR FIRST TWO NBC-TV 'SNEAK PREVIEW SPECIALS'  
IN 1964-65 SEASON; FIRST PROGRAM WILL BE HOUR COLORCAST  
STARRING STEVE LAWRENCE ON NOV. 27

Steve Lawrence will star in the first of several "Sneak Preview Specials" on the NBC-TV Network for the 1964-65 season, it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs. This special will be presented in color Friday, Nov. 27, 10-11 p.m. N.Y.T.

Lawrence, who is currently starring in the Broadway musical hit, "What Makes Sammy Run?" will headline a novel television concept for music, variety and comedy. The program will originate from the NBC Studios in New York.

Mr. Friendly said: "The details of the format are intentionally being withheld. However, the style, look, sound, pace and attitude of this program will differ from other musical variety shows on television. Steve Lawrence, who has been associated with NBC since his early days on the 'Tonight' show, is ideally suited for this format because of his musical and comedic abilities."

The network's first two "Sneak Preview Specials" will be fully sponsored by Timex Watches through Warwick & Legler Inc.

The second "Sneak Preview Special" will be announced at a later date.

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**NATIONAL BROADCASTING COMPANY, INC.**

THIRTY ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

May 12, 1964

ROBERT W. SARNOFF WRITES OF 'GOOD NEW DAYS'  
IN COUNTERPOINT TO GOLDEN AGE OF TV  
AND ITS 'IMAGINED GLORIES'

On His 25th Anniversary in Communications  
He Discusses Medium's Past and Present  
In Article For Television Quarterly

"I do not look back upon the 'good old days' in television with the same longing as some of my contemporaries," Robert W. Sarnoff, Chairman of the Board of NBC, writes in the current issue of *Television Quarterly*, published by the National Academy of Television Arts and Sciences.

Confessing his "amazement" at the rapid growth of TV's scope and complexity, "most of which has taken place in just the last few years," Mr. Sarnoff says that the more he reflects on the medium's past, "the more I become a partisan of the present and future." He does not include himself among those who mourn "the imagined glories of a period in television's past that for some has been burnished into a Golden Age."

Publication of the Sarnoff article, "A View From The Bridge of NBC," coincides with his twenty-fifth anniversary in communications -- his first job was in the radio division of the New York World's Fair 1939 and he is now in his seventeenth year with NBC.



Mr. Sarnoff recalls television's "glorious moments that can't and shouldn't be forgotten," among which he lists: "Mary Martin and Ethel Merman perched on a couple of stools whipping out tune after tune in one of the first entertainment 'spectaculars'; Rod Steiger's poignant creation of 'Marty'; a particular Sid Caesar bit or the counterpoint of the late Senator Tobey's struggle with incredulity and Frank Costello's hands." However, "there is no similarity between the TV of today and the TV of 15, or even five, years ago," he asserts. "Whether your terms are quantity, quality, diversity or scope, the curve has streaked upward."

In 1950, forty-two per cent of the NBC schedule was made up of variety shows, Mr. Sarnoff notes. The rest were panel shows, boxing "or anything else that moved, plus a soupcon of news." He compares that with today's schedule in which news, informational and cultural programming alone account for "more than a quarter of NBC's total programming." As to the budgets, "a sixth-grader could have comprehended them then. Now we need computers."

"At the same time that we have experienced these swift and massive changes, we have become accustomed to a peppering fire of criticism," Mr. Sarnoff declares. "Certainly some of it is justified, for I know of no responsible broadcaster who would claim the medium has attained perfection. Yet it should be clear that a substantial amount of the criticism of television is based on subjective judgment and personal preference, and consequently its most vexing effect is that its preoccupation with details tends to obscure a broad understanding of television's total nature and function."



The NBC Chairman calls television the nation's "most forceful advertising medium" and "a powerful catalyst" in the U.S. economy. For those critics who see the "submergence of public values" in this process, Mr. Sarnoff cites television as "exposing public issues and engaging popular interest in them" through such programs as last September's unprecedented three-hour civil rights documentary, "The American Revolution of '63", as well as "the increasing depiction in entertainment shows of minority groups so as to reflect accurately their role in American life."

"Through four sorrowful days last November television demonstrated still another dimension of its service," he writes. "Not only did it report a tragic story with stunning impact, but its very existence and performance served as a stabilizing force in one of the most turbulent periods in our history."

These efforts are, in Mr. Sarnoff's view, the symbols of the "good new days" of TV. "They provide a more meaningful measure of the medium's true worth and service than arguments over the relative merits of anthology and series drama, that turn, after all, on taste and degree."

He further characterizes TV's "golden age" as a period of "heady excitement," in an era when programming was "like writing on a new blackboard, and nearly everything made a vivid, arresting impression."

In the "good old days," a broadcaster's life was easier, Mr. Sarnoff writes. "The public looked to him for little more than entertainment. As programming has grown, the standards by which television is judged have gone higher and higher. Led into new fields of intellectual and emotional experience by this intimate, pervasive medium, the audience itself has become



more sophisticated and more critical of our efforts.

"I hope the trend continues. For what better stimulant to the perceptive and responsible broadcaster than to find that the more he learns the more there is to learn, that perfection is indeed an elusive goal and that when the applause for each attainment fades he is left with a tough act to follow."

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NBC-New York, 5/12/64



**NATIONAL BROADCASTING COMPANY, INC.**

THIRTY ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

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A VIEW FROM THE BRIDGE OF NBC

By Robert W. Sarnoff  
Chairman of the Board  
National Broadcasting Company

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TELEVISION QUARTERLY

The Journal of The  
National Academy Of  
Television Arts and  
Sciences  
Spring Issue - May 1964  
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The purpose here is to set down some observations from the vantage point of 25 years in the communications industry.

I must confess at the outset, though, that pure reminiscence is not one of my long suits, principally because I do not look back upon the "good old days" in television with the same longing as some of my contemporaries. The fact is that whenever I stand back a bit and observe the medium, I'm amazed at the rapid growth of television's scope and complexity, most of which has taken place in just the last few years. And the more I look the more I become a partisan of the present and the future, rather than a mourner for the imagined glories of a period in television's past that for some has been burnished by time into a Golden Age.

This is certainly not a plea for the status quo, for, indeed, if experience has taught us only one lesson it is that in television, as in all broadcasting, the status quo is a fiction.

In 1948, when I began at NBC as a salesman, radio networking was enjoying its peak year, and television was beginning its lift-off. Since then I've been intimately involved in radio networking's struggle for survival and the spectacular growth and development of television, which is a somewhat circuitous way of saying that I knew television well in the "good old days." They offered some glorious moments that can't and shouldn't be forgotten, to be sure, and I'm certain that everyone old enough to have a clear memory of the early 1950's can point to half a dozen or more that stay with him as classic television events. Mary Martin and



Ethel Merman perched on a couple of stools whipping out tune after tune in one of the first entertainment "spectaculars," say, or Rod Steiger's poignant creation of "Marty," or a particular Sid Caesar bit or the counterpoint of the late Senator Tobey's struggle with incredulity and Frank Costello's hands.

But, realistically, regardless of the yardstick you use, there is no similarity between television today and the television of 15, or even five, years ago. This is true whether your terms are quantity, quality, diversity or scope of programming, the medium's physical dimensions or cost or whatever. In every area, the curve has streaked upward.

What then accounts for the nostalgic appeal of those early years? Well, principally it was a period of heady excitement. Programming then was like writing on a new blackboard, and nearly everything made a vivid, arresting impression. When the NBC "network" that had linked New York and Philadelphia was extended to Cleveland and Chicago we felt like the hardy souls who scooped out the Erie Canal. Most of the programming, however, was poor by today's standards and quite limited in scope. In 1950, for example, 42 per cent of the NBC schedule consisted of variety shows. These were supplemented by panel shows, boxing or anything else that moved, plus a soupcon of news. Compare that with the diversity of network schedules today, and the amount of news, informational and cultural programming that is available, accounting, for instance, for more than a quarter of NBC's total programming,

And the budgets. A sixth-grader could have comprehended them then. Now we need computers. Compare the cost and -- in retrospect -- the simplicity of an early variety show with the cost and complexity of today's major series. Or take a totally different area of programming, the documentary. One of my personal and more gratifying involvements in those early days was in the development of "Victory At



Sea," created by a Harvard classmate, the late Henry Salomon. It was the prototype of today's documentaries, and, in my biased opinion, unlike most earlier programming it still stands the test of time. Yet the amount we spent on the entire 26 half-hours would pay for only about a half-dozen of them if we tried to make the series in 1964.

In today's crunching three-network competition each season's schedule demands the risk of hundreds of millions of dollars and a host of contractual arrangements so intricate that sometimes the people who draw them up are surprised by what they contain. Where once network competition was largely a matter of bidding for popular talent and entertainment properties, it has burgeoned into a struggle, growing constantly more intense, for audience, station clearance and advertiser support, with the stakes vastly increased and a comparably higher premium on competitive success. In the programming area the competition extends to themes, forms and concepts, to counter-programming influenced by the need and desire for ever-increasing diversity and to initiative in expanding television's journalistic function.

At the same time that we have experienced these swift and massive changes we have become accustomed to a peppering fire of criticism. Certainly some of it is justified, for I know of no responsible broadcaster who would claim the medium has attained perfection. And a medium that is committed to the service of a total nationwide audience can never win everyone's unqualified endorsement. Yet it should be clear that a substantial amount of the criticism of television is based upon subjective judgment and personal preference, and consequently its most vexing effect is that its preoccupation with details tends to obscure a broad understanding of television's total nature and function.



The medium's physical dimensions alone suggest it provides a service that the public needs and embraces. Some 650 commercial and non-commercial stations broadcast to more than 60 million sets each day. Advertisers invest about \$2 billion dollars in the medium annually.

With this growth it has emerged as a new and substantial social and economic force, and, frankly, I have little patience with the Cassandras who have repeatedly, though misguidedly, seen the submergence of public values in television's necessary preoccupation with commercial stability.

For who could have foretold that while becoming the nation's most forceful advertising medium -- and thus a powerful catalyst in an expanding economy -- television would replace the newspaper as the public's principal medium of news and information? Yet a survey conducted last year by Elmo Roper and Associates indicates that it has.

Who could have prophesied with certainty that television would become the nation's principal medium of political communication? Yet, intense television coverage of political conventions and the presentation of candidates, climaxed by the historic face-to-face encounters in the "Great Debate" of 1960, have given the voters an insight into the political process and issues never before available.

It has been instrumental in exposing public issues and engaging popular interest in them. In this capacity I believe it can be argued successfully that television has been a major factor in preparing the American public for dramatic developments and progress in the field of race relations, its contribution ranging from NBC News' unprecedented three-hour, prime-time report on the civil rights struggle, "The American Revolution of '63," to the increasing depiction in entertainment shows of members of minority groups so as to reflect accurately their



role in American life.

Through four sorrowful days last November television demonstrated still another dimension of its service. Not only did it report a tragic story with stunning impact, but its very existence and performance served as a stabilizing force in one of the most turbulent periods in our history.

To me these efforts are the symbols of the "good new days" of television. They provide a more meaningful measure of the medium's true worth and service than arguments over the relative merits of anthology and series drama, that turn, after all, on taste and degree.

Still, I can think of one compelling feature of the "good old days." The broadcaster's life was a lot easier then, because the public looked to him for little more than entertainment and was more easily satisfied by whatever he placed in his schedule. Now television schedules touch on every aspect of American life and the areas of the broadcaster's concern are infinite.

As programming has grown in scope, craftsmanship and sophistication, the standards by which television is judged have gone higher and higher. Led into new fields of intellectual and emotional experience by this intimate, pervasive medium, the audience itself has become more sophisticated and more critical of our efforts. I hope the trend continues. For what better stimulant to the perceptive and responsible broadcaster than to find that the more he learns the more there is to learn, that perfection is indeed an elusive goal and that when the applause for each attainment fades he is left with a tough act to follow.



JACK TRACY  
ROOM 320

## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N.Y. 10020

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May 13, 1964

The National Broadcasting Company today issued the following statement:

The National Broadcasting Company finds the statements of Fred Friendly and Tom Moore in withdrawing the support of their organizations from the Emmy Awards broadcast a classic of sham and hypocrisy with amusing overtones.

Friendly has been a member of the Academy's New York chapter from its beginning and Moore is a past National Treasurer. Their organizations have accepted scores of Emmy Awards with expressions of appreciation, and their members have participated actively in the balloting for nominations for the 1964 awards.

Their denunciation of the Academy procedures and boycott of the 1964 awards, announced more than a week after the final awards voting began -- and shortly before the awards broadcast -- may represent an effective publicity stunt during the voting period. While NBC recognizes that the Academy's award procedures and categories can be improved, it feels that the methods followed by Friendly and Moore are not a responsible approach towards such improvement.

NBC is proceeding, in accordance with its commitments, to produce an effective and entertaining Awards broadcast. The distinguished NBC program, "That Was the Week That Was," which specializes in topical satire and which has been scheduled as a feature of the Emmy Awards broadcast, will apply its talents appropriately to this new development in reviewing the television events of the past year.

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## NBC TRADE NEWS

May 13, 1964

### NBC'S SYDNEY H. EIGES ELECTED TO BOARD OF GOVERNORS OF INTERNATIONAL RADIO AND TELEVISION SOCIETY

Sydney H. Eiges, Vice President, Public Information, National Broadcasting Company, has been elected to the Board of Governors of the International Radio and Television Society.

Mr. Eiges was one of four members of the six-member board to be elected for a two-year term.

At NBC Mr. Eiges directs advertising and publicity for the company and its divisions and in addition is responsible for various public relations projects. He joined NBC June 30, 1941, after a career of 11 years with International News Service. He was elected a Vice President on Oct. 3, 1947.

Mr. Eiges is the NBC representative on the Television Information Committee, governing body of the broadcasting industry's Television Information Office of the National Association of Broadcasters. He has been active for a number of years in the National Academy of Television Arts and Sciences and its New York Chapter, of which he was a founder.

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## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N.Y. 10020

NBC WINS 11 OF 16 AWARDS FOR OUTSTANDING PROGRAMMING FROM  
NATIONAL ASSOCIATION FOR BETTER RADIO AND TELEVISION

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"American Revolution of '63" Is Named

"Outstanding Program of the Year"

LOS ANGELES, MAY 13 -- The National Broadcasting Company last night (May 12) received 11 of 16 awards for "outstanding" programming at the 14th annual awards banquet of the National Association for Better Radio and Television.

Four of the 11 citations were presented to the NBC News Department at ceremonies held at the Wilshire Country Club here.

One of these four, "The American Revolution of '63," for which the network preempted three hours of prime time last Sept. 2, was named "outstanding program of the year."

The citation for the program, an examination of the civil rights issue, said in part: "This unprecedented, three-hour documentary ...marked a milestone in television history. Its honest and penetrating portrayal of one of the great social struggles and upheavals of our time was a great contribution to higher standards of broadcasting."

Other winning programs from NBC News included:

"Greece: the Golden Age," as the Outstanding Educational Documentary of 1963;

"The Kremlin," as the outstanding political documentary of the year "that brought the American people new insight into the meaning and workings of the monolithic Communist state."

"David Brinkley's Journal" as the nation's outstanding TV news feature program.  
(more)



Other NBC-TV winners were:

"Hallmark Hall of Fame" and "Mr. Novak," both selected as outstanding dramatic series of the year;

"The Richard Boone Show," as outstanding repertory theatre productions on national television;

"Mutual of Omaha's Wild Kingdom," as outstanding adventure program;

"Bell Telephone Hour," as outstanding musical program;

"Shell's Wonderful World of Golf," as outstanding sports program.

In addition to these awards in the television medium, NBC also won a radio award for "Dorothy Gordon's Youth Forum," as outstanding public service program.

Winners were selected from a list of more than 125 programs nominated by this national organization of non-professional viewers and listeners concerned with quality in broadcasting.

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NBC-5/13/64





# NBC NEWS ELECTION YEAR '64

May 13, 1964

NBC NEWS SETS MARK FOR COVERAGE OF A PRIMARY ELECTION  
WITH STAFF EXCEEDING 4,000 IN OREGON

NBC News will have a staff of more than 4,000 gathering and tabulating returns from Oregon's 3,251 voting precincts in the Republican Presidential primary Friday, May 15 -- a greater number than any network has ever used to cover a primary election.

The Mormon Relief Society will staff the 1,208 polling places in Multnomah County (the Portland area) exclusively for NBC. Others recruited for this statewide vote-reporting operation include journalism and political science students from Portland State College and Portland University, Red Cross county volunteer workers, Republican and Democratic Party poll watchers and members of the Junior Chamber of Commerce, American Association of University Women, Lions Club Auxiliary and the Scroptimists (women's auxiliary of the Optimists Club).

Sixteen vote collection centers outside of Portland will supplement a giant center at Station KGW-TV, NBC's Portland affiliate. The vote totals will be fed into RCA 301 computers which will complete the tabulation and project the results.

The Primary Night coverage on NBC-TV, which will extend into the early morning hours of Saturday, May 16, will be presented in two special programs, from 11:15 to 11:30 p.m. EDT and 12:30 to 1 a.m. EDT, as well as in bulletins and "flashcaster" reports. A post-primary specia

(more)



program Saturday, May 16 (7-7:30 p.m. EDT) will carry a complete report on the election results and their significance.

Coverage on NBC Radio Friday, May 15 will be presented from 9:05 to 9:30 p.m., 11:15 p.m. to 12 midnight, 12:05 to 12:15 a.m., 12:35 to 12:45 a.m., 1:05 to 1:15 a.m. and 1:35 to 1:45 a.m. (all times EDT).

Frank McGee will be anchor man for the Primary Night television coverage, with David Brinkley helping to interpret the balloting. Merrill Mueller will cover the activities of New York Governor Nelson A. Rockefeller, the only major candidate campaigning in Oregon during this primary week. Robert MacNeil is assigned to the Goldwater forces, Sander Vanocur to the Lodge supporters and Herb Kaplow to the Nixon camp. Tom Pettit will interview Oregon Republican Party officials and campaign workers in NBC's "hospitality suite" in Portland's new Hilton Hotel. Chet Hagan will produce the television coverage.

Elmer Peterson will be anchor man of the radio coverage, which will be produced by James Holton.

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NBC-New York, 5/13/64





# NBC NEWS ELECTION YEAR '64

May 13, 1964

## NBC NEWS POLITICAL PERISCOPE

David Brinkley, usually required to be close to his Washington desk for NBC News' "Huntley-Brinkley Report," was reveling in his freedom last week on the scene covering the activities in the Oregon primaries scheduled Friday, May 15. But still there were hurdles for the inveterate reporter.

As he made his rounds as a newsgatherer, he found himself as much a celebrity (if not more) as those who were making the rounds for votes. Daily he had to turn down requests to make speeches at club meetings and social functions.

He explained, "I don't want to be treated like a big shot."

\* \* \*

Collecting primary vote returns in Oregon has its special problems, according to Frank Jordan, Manager of NBC News Election Planning. "For example," notes Jordan, "in eastern Oregon there's a farmer who's delivering results who insists he can't fulfill his duties before mid-morning on Saturday. He says he has to milk the cows first."

\* \* \*

The NBC News unit assigned to cover the Oregon primaries on May 15, suffered from growing pains. Staff workers had one phone to work with when they first moved into Portland March 18. Now they have more than 100 and the workers have grown into the thousands.

(more)



"We grew like Topsy," quips Frank Jordan, Manager of NBC News' Election Planning "and we had to go some to keep from becoming like Turvy."

\* \* \*

It may be of no political significance, but the NBC News crew covering the Oregon primaries will be quartered in the Presidential Suite of Portland's Hilton Hotel on May 15. Governor Mark Hatfield will be occupying the Governor's Suite.

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NBC-New York, 5/13/64



REVISED CAST LIST FOR 'ANOTHER WORLD'

Additions and changes have been made in the cast list for

"Another World" seen on NBC-TV Mondays through Fridays (3 p.m. EDT).

Following is a new cast list:

Jim Matthews.....Leon Janney

Mary Matthews.....Virginia Dwyer

Grandma Matthews.....Vera Allen

Pat Matthews.....Susan Trustman

Alice Matthews.....Jacquie Courtney

Russ Matthews.....Joey Trent

Janet Matthews.....Liza Chapman

Liz Matthews.....Audra Lindley

Bill Matthews Jr.....Joseph Gallison

Susan Matthews.....Fran Sharon

Melissa Palmer.....Carol Roux

Ken Baxter.....William Prince

Tom Baxter.....Nicholas Pryor

Ann Fuller.....Olga Bellin

"Another World," NBC-TV's new daytime serial drama, is written by Irna Phillips and William Bell. It is the story of two branches of the Matthews family, living in a university town.

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NBC-New York, 5/13/64



JACK TRACY  
ROOM 320

NBC TELEVISION NETWORK NEWS-X-H

'TODAY' WILL DEVOTE ENTIRE TWO-HOUR PROGRAM MAY 28  
TO ENTERTAINMENT BY NEW CHRISTY MINSTRELS

The entire "Today" show will be devoted to the New Christy Minstrels Thursday, May 28, when the nine attractive young singers and instrumentalists will provide two hours of musical entertainment (NBC-TV 7-9 a.m. EDT).

The group, which has become one of the country's top folk-singing aggregations since they were formed three years ago, introduced "Hootenanny" at the White House and on Broadway. On last Jan. 14, they entertained at a White House dinner reception for President Segni of Italy with a program of typical American folk songs. Their Broadway triumph came earlier when they appeared at the Latin Quarter and were reviewed as "a new showbusiness sensation."

The New Christy Minstrels -- seven boys and two girls -- were formed in 1961 and named after a company of pre-Civil War entertainers created by "Pops" Christy in 1842. The group strives to maintain the zest and fun of these early days, but has eliminated bad jokes and traditional blackface makeup. They were an immediate success, and have made personal appearances across the country and on television. Their record albums are best-sellers in the United States, and their multi-lingual versions of their songs are collector's items in Europe and Asia. Their newest album, which is called "Today," consists of the songs they wrote and played as the background music for the movie, "Advance to the Rear."

— NBC-TV PROGRAM HIGHLIGHT MAY 28 —

THE 'TODAY' SHOW: The entire two-hour program will be devoted to the music of the New Christy Minstrels, who will be guests.

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NBC-New York, 5/14/64



PR-305

## NBC RADIO NETWORK NEWS

### 'TOSCANINI--MAN BEHIND LEGEND' SERIES TO MARK FIRST ANNIVERSARY

The first anniversary of the NBC Radio series, "Toscanini -- the Man Behind the Legend," will be marked Wednesday, June 3 on the Network (except WNBC) 9:05 p.m. EDT and Sunday, June 7 on Station WNBC (11:10 p.m. EDT).

Harold Spivack, chief of the Music Division of the Library of Congress, will be interviewed by Ben Grauer. Grauer also will "recall" some of the guests who have appeared during the first year of the series -- Eugene Ormandy, Morton Gould, Milton Katims and others -- with brief quotations from their taped comments about Maestro Toscanini.

Spivack and Toscanini met often during the maestro's years as conductor of the NBC Symphony. Spivack made available to Toscanini special scores of Rossini, which the Library owns. Spivack will tell anecdotes of his visits to Toscanini's home in Riverdale, New York, and of Toscanini's visit to the Library of Congress in Washington.

"Toscanini -- the Man Behind the Legend" is produced by Don Gillis, with the cooperation of Walter Toscanini. The series offers music which had been recorded by Toscanini with the NBC Symphony, and interviews and special features about how Toscanini worked -- and about Toscanini off the podium.

Music for the first anniversary program includes selections from three composers: Berlioz's "Roman Carnival Overture," Glinka's "Kamarinskaya" and Debussy's "La Mer."

#### NBC RADIO NETWORK PROGRAM HIGHLIGHT

"TOSCANINI--THE MAN BEHIND THE LEGEND": The first anniversary of the series will be observed. Harold Spivack, chief of the Music Division of the Library of Congress, will be interviewed. Former guest appearances will be "recalled" with taped quotations. Music of Berlioz, Glinka and Debussy will be broadcast.

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NBC-New York, 5/14/64



NAT KING COLE ON ROSTER OF PRESENTERS FOR 'EMMY AWARDS' SHOW

Nat King Cole will present the Emmy Award in the category, "Outstanding Achievement in Composing Original Music for Television," on the "Emmy Awards" Show Monday, May 25 (NBC-TV 10-11:30 p.m. EDT). Presenters in other categories were announced May 12.

The ceremonies will be telecast from the Hollywood Palladium, where Cole will appear, and the Texas Pavilions at the New York World's Fair.

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GETTING 'ACROSS' IN A BIG WAY

Two NBC-TV shows got "across" in a big way last Sunday. The two longest "words" (21 letters each) in the New York Times Magazine crossword puzzle were described:

(20, across) Satire, live.

(102, across) Entertainment from all over.

There was nothing puzzling about the answers that neatly fell into place:

THATWASTHEWEEKTHATWAS

and

INTERNATIONALSHOWTIME

-----o-----

NBC-New York, 5/14/64



NBC COLOR TELEVISION NEWS



May 14, 1964

CAST AND CREDITS FOR 'WALK BESIDE ME'

Time:

NBC-TV Network Colorcast Sunday, May 31  
(1-2 p.m. EDT).

Description:

The story of the Apostle Paul, filmed on-location in color in the footsteps of his missionary journeys in Jordan, Israel, Turkey, Greece and Italy. He is portrayed as a man of boundless vision and ceaseless action. "No figure in the drama of Christianity has played a greater role than Paul," says the narrator. "He brought the word of God to thousands... Wherever he found people, Paul would preach. His voice is among the noblest that the world has heard."

Produced by

Southern Baptist Convention in cooperation with the NBC Television Religious Program unit.

Executive Producer:

Doris Ann, manager of NBC religious programs

Producer-Director:

Martin Hoade

Cameraman:

Joseph Vadala

Assistant Cameraman:

Thomas Landi

Film Editor:

John Teeple

For the Southern Baptist Convention:

Dr. Paul M. Stevens, Truett Myers

Scriptwriter:

Philip Scharper

Music Composed and Conducted by

Ralph Burns

Narrator:

Alexander Scourby

Others in Voice-Only Cast:

Donald Davis (Paul), Richard Durham (Christ), William Prince (Luke), Patricia Falkenhain (Lydia), Ralph Bell and Robert Gerringer (Scriptural Voices).

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THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

NOMINATIONS FOR 16TH ANNUAL EMMY AWARDS

The following rundown of categories and nominations -- and space in which to list the winners -- of the 16th annual "Emmy Awards" ceremonies is for your information and convenience. (Sequence subject to change.)

The "Emmy Awards" show will be broadcast on NBC-TV Monday, May 25 (10-11:30 p.m. EDT), originating from the Music Hall at the Texas Pavilions of the New York World's Fair and from the Palladium in Hollywood.

\* \* \*

(Covering the period from April 15, 1963 to April 12, 1964. Unless otherwise specified, nominations are for programs of any length; live, tape or film.)

1. THE PROGRAM OF THE YEAR

(That program, created originally or fully adapted for television, which is considered to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a newsworthy event.)

AMERICAN REVOLUTION OF '63 - Sept. 2, 1963 - NBC  
BLACKLIST - (The Defenders) - Jan. 18, 1964 - CBS  
THE KREMLIN - May 21, 1963 - NBC  
THE MAKING OF THE PRESIDENT 1960 - Dec. 29, 1963 - ABC  
TOWN MEETING OF THE WORLD - July 10, 1963 - CBS

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WINNER

\* \* \*

2. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF COMEDY  
(A special program, one of a series or a series)

THE BILL DANA SHOW - NBC  
THE DICK VAN DYKE SHOW - CBS  
FARMER'S DAUGHTER - ABC  
McHALE'S NAVY - ABC  
THAT WAS THE WEEK THAT WAS - NBC

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WINNER

\* \* \*  
(more)



3. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA  
(A special program, one of a series or a series)

BOB HOPE PRESENTS THE CHRYSLER THEATRE - NBC  
THE DEFENDERS - CBS  
EAST SIDE/WEST SIDE - CBS  
MR. NOVAK - NBC  
THE RICHARD BOONE SHOW - NBC

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WINNER

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4. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF MUSIC  
(A special program, one of a series or a series)

BELL TELEPHONE HOUR - NBC  
THE LIVELY ONES - NBC  
NEW YORK PHILHARMONIC YOUNG PEOPLE'S CONCERTS WITH LEONARD  
BERNSTEIN - CBS

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WINNER

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5. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY  
(A special program, one of a series or a series)

THE ANDY WILLIAMS SHOW - NBC  
THE DANNY KAYE SHOW - CBS  
THE GARRY MOORE SHOW - CBS  
THE JUDY GARLAND SHOW - CBS  
THE TONIGHT SHOW STARRING JOHNNY CARSON - NBC

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WINNER

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6. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING  
(A special program, one of a series or a series)

DISCOVERY '63-'64 - ABC  
EXPLORING - NBC  
NBC CHILDREN'S THEATRE - NBC  
SCIENCE ALL STARS - ABC  
WILD KINGDOM - NBC

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WINNER

\* \* \*  
(more)



3 - Emmy Awards

7. OUTSTANDING ACHIEVEMENT IN THE FIELD OF DOCUMENTARY PROGRAMS  
(including producer and writer)  
(A special program, one of a series or a series)

GREECE: THE GOLDEN AGE - Nov. 9, 1963 - NBC

Produced and written by Lou Hazam

THE KREMLIN - May 21, 1963 - NBC

Produced by George Vicas

Written by Norman Borisoff, George Vicas, Aram Boyajian

THE MAKING OF THE PRESIDENT 1960 - Dec. 29, 1963 - ABC

Produced by David L. Wolper

Written by Theodore H. White

MANHATTAN BATTLEGROUND - (Du Pont Show of the Week) - Oct. 20, 1963  
- NBC

Produced and written by William Jersey

SAGA OF WESTERN MAN: 1492 - Oct. 16, 1963 - ABC

Produced by Helen Jean Rogers and John H. Secondari

Written by John H. Secondari

TWENTIETH CENTURY - CBS

Produced by Issac Kleinerman

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WINNER

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8. OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS REPORTS  
(A special program, one of a series or a series)

CBS NEWS WITH WALTER CRONKITE - CBS

HUNTLEY-BRINKLEY REPORT - NBC

NBC SPECIAL NEWS REPORTS - NBC

RON COCHRAN WITH THE NEWS - ABC

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WINNER

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9. OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS COMMENTARY OR PUBLIC AFFAIRS  
(A special program, one of a series or a series)

AMERICAN REVOLUTION OF '63 - Sept. 2, 1963 - NBC

CBS REPORTS - CBS

CHRONICLE - CBS

CUBA: PARTS I & II

THE BAY OF PIGS - Feb. 4, 1964      } - NBC White Paper) - NBC

THE MISSILE CRISIS - Feb. 9, 1964      }

TOWN MEETING OF THE WORLD - July 10, 1963 - CBS

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WINNER

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(more)



10. OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE  
(A special program, one of a series)

JAMES EARL JONES - Who Do You Kill? - (East Side/West Side) -  
Nov. 4, 1963 - CBS

JACK KLUGMAN - Blacklist - (The Defenders) - Jan. 18, 1964 - CBS  
RODDY McDOWALL - Journey Into Darkness - (Arrest and Trial) -

Dec. 8, 1963 - ABC

JASON ROBARDS JR. - Abe Lincoln in Illinois - (Hallmark Hall of  
Fame) - Feb. 5, 1964 - NBC

ROD STEIGER - A Slow Fade to Black - (Bob Hope Presents the  
Chrysler Theatre) - March 27, 1964 - NBC

HAROLD STONE - Nurse Is a Faminine Noun - (The Nurses) -  
Feb. 13, 1964 - CBS

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WINNER

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11. OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE  
(A special program, one of a series)

RUBY DEE - Express Stop From Lenox Avenue - (The Nurses) -  
May 9, 1963 - CBS

BETHEL LESLIE - Statement of Fact - (The Richard Boone Show) -  
Sept. 24, 1963 - NBC

JEANETTE NOLAN - Vote No on 11! - (The Richard Boone Show) -  
Nov. 5, 1963 - NBC

DIANA SANDS - Who Do You Kill? - (East Side/West Side) - Nov. 4, 1963  
CBS

SHELLEY WINTERS - Two Is the Number - (Bob Hope Presents the  
Chrysler Theatre) - Jan. 31, 1964 - NBC

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WINNER

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12. OUTSTANDING CONTINUED PERFORMANCE BY AN ACTOR IN A SERIES (LEAD)

RICHARD BOONE - The Richard Boone Show - NBC

DEAN JAGGER - Mr. Novak - NBC

DAVID JANSSEN - The Fugitive - ABC

GEORGE C. SCOTT - East Side/West Side - CBS

DICK VAN DYKE - The Dick Van Dyke Show - CBS

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WINNER

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## 13. OUTSTANDING CONTINUED PERFORMANCE BY AN ACTRESS IN A SERIES (LEAD)

SHIRLEY BOOTH - Hazel - NBC  
 PATTY DUKE - The Patty Duke Show - ABC  
 MARY TYLER MOORE - The Dick Van Dyke Show - CBS  
 IRENE RYAN - The Beverly Hillbillies - CBS  
 INGER STEVENS - Farmer's Daughter - ABC

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WINNER

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14. OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR  
 (A special program, one of a series or a series)

SORRELL BOOKE - What's God to Julius? - (Dr. Kildare) - June 6,  
 1963 - NBC  
 CONLAN CARTER - The Hostages - (Combat) - Jan. 28, 1964 - ABC  
 CARL LEE - Express Stop from Lenox Avenue - (The Nurses) -  
 May 9, 1963 - CBS  
 ALBERT PAULSEN - One Day in the Life of Ivan Denisovich - (Bob  
 Hope Presents the Chrysler Theatre) - Nov. 8, 1963 - NBC

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WINNER

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15. OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS  
 (A special program, one of a series or a series)

MARTINE BARTLETT - Journey Into Darkness - (Arrest and Trial) -  
 Dec. 8, 1963 - ABC  
 ANJANETTE COMER - Journey Into Darkness - (Arrest and Trial) -  
 Dec. 8, 1963 - ABC  
 ROSE MARIE - The Dick Van Dyke Show - CBS  
 CLAUDIA McNEIL - Express Stop From Lenox Avenue - (The Nurses) -  
 May 9, 1963 - CBS  
 RUTH WHITE - Little Moon of Alban - (Hallmark Hall of Fame) -  
 March 18, 1964 - NBC

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WINNER

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16. OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR A  
 SERIES

(A special program, one of a series or a series)

JUDY GARLAND - The Judy Garland Show - CBS  
 DANNY KAYE - The Danny Kaye Show - CBS  
 BARBRA STREISAND - The Judy Garland Show - Oct. 6, 1963 - CBS  
 BURR TILLSTROM - That Was the Week That Was (various episodes) - NBC  
 ANDY WILLIAMS - The Andy Williams Show - NBC

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WINNER

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17. OUTSTANDING ACHIEVEMENT IN COMPOSING ORIGINAL MUSIC FOR TELEVISION  
(A special program, one of a series or a series)

GEORGE AURIC - The Kremlin - May 21, 1963 - NBC

ELMER BERNSTEIN - The Making of the President 1960 - Dec. 29,  
1963 - ABC

JOHN BARRY - Elizabeth Taylor in London - Oct. 6, 1963 - CBS

KENYON HOPKINS - East Side/West Side - CBS

GEORGE KLEINSINGER - Greece: The Golden Age - Nov. 19, 1963 -  
NBC

ULPIO MINUCCI, JOE MOON, RAYBURN WRIGHT - Saga of Western Man -  
ABC

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WINNER

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18. OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN  
(A special program, one of a series or a series)

WARREN CLYMER - Hallmark Hall of Fame - NBC

ROBERT KELLY, GARY SMITH - The Judy Garland Show - CBS

EDWARD STEPHENSON - The Danny Kaye Show - CBS

JACK POPLIN - THE OUTER LIMITS - ABC

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WINNER

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19. OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ORIGINAL  
(A special program or one of a series)

ERNEST KINOY - Blacklist - (The Defenders) - Jan. 18, 1964 - CBS

ARNOLD PERL - Who Do You Kill? - (East Side/West Side) - Nov. 4,  
1963 - CBS

DAVID RAYFIEL - Something About Lee Wiley - (Bob Hope Presents the  
Chrysler Theatre) - Oct. 11, 1963 - NBC

ALLAN SLOANE - And James Was a Very Small Snail - (Breaking Point)  
- Nov. 11, 1963 - ABC

ADRIAN SPIES - What's God to Julius? - (Dr. Kildare) - June 6,  
1963 - NBC

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WINNER

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20. OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ADAPTATION  
 (A special program or one of a series)

JAMES BRIDGES - The Jar - (The Alfred Hitchcock Hour) - Feb. 14, 1964 - CBS  
 From a short story by Ray Bradbury

ROBERT HARTUNG - The Patriots - (Hallmark Hall of Fame) - Nov. 15, 1963 - NBC  
 From the play by Sidney Kingsley

WALTER BROWN NEWMAN - The Hooligan - (The Richard Boone Show) - Jan. 4, 1964 - NBC  
 From a play by Anton Chekov

ROD SERLING - It's Mental Work - (Bob Hope Presents the Chrysler Theatre) - Dec. 20, 1963 - NBC  
 From the story by John O'Hara

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WINNER

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21. OUTSTANDING WRITING ACHIEVEMENT IN COMEDY OR VARIETY  
 (A special program, one of a series or a series)

HERBERT BAKER, MEL TOLKIN, ERNEST CHAMBERS, SAUL ILLSON, SHELDON KELLER, PAUL MAZURSKY, LARRY TUCKER, GARY BELKIN, LARRY GELBART - The Danny Kaye Show - CBS

GERALD GARDNER, ROBERT EMMETT, SAUL TURTLETAUB, DAVID PANICH, TONY WEBSTER, THOMAS MEEHAN, ED SHERMAN - That Was the Week That Was - NBC

STEVEN GETHERS, JERRY DAVIS AND LEE LOEB, JOHN McGREEVEY - Farmer's Daughter (various episodes) - ABC

CARL REINER - The Dick Van Dyke Show (various episodes) - CBS

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WINNER

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22. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN DRAMA  
 (a special program, one or a series)

PAUL BOGART - Moment of Truth - (The Defenders) - March 21, 1964 - CBS

TOM GRIES - Who Do You Kill? - (East Side/West Side) - Nov. 4, 1963 - CBS

SYDNEY POLLACK - Something About Lee Wiley - (Bob Hope Presents the Chrysler Theatre) - Oct. 11, 1963 - NBC

STUART ROSENBERG - Blacklist - (The Defenders) - Jan. 18, 1964 - CBS

GEORGE SCHAEFER - The Patriots - (Hallmark Hall of Fame) - Nov. 15, 1963 - NBC

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WINNER

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23. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN COMEDY  
(A special program, one of a series or a series)

SIDNEY LANFIELD - McHale's Navy - ABC  
PAUL NICKELL, WILLIAM RUSSELL, DON TAYLOR - Farmer's Daughter  
(various episodes) - ABC  
JERRY PARIS - The Dick Van Dyke Show - CBS  
RICHARD WHORF - The Beverly Hillbillies - CBS

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WINNER

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24. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN VARIETY OF MUSIC  
(A special program, one of a series or a series)

ROGER ENGLANDER - A tribute to Teachers - (New York Philharmonic  
Young People's Concerts with Leonard Bernstein) - Nov. 29,  
1963 - CBS  
BOB HENRY - The Andy Williams Show - NBC  
MARSHALL JAMISON - That Was the Week That Was - NBC  
CLARK JONES, SID SMITH - Bell Telephone Hour (various programs)  
- NBC  
ROBERT SCHEERER - The Danny Kaye Show - CBS

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WINNER

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25. OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION  
(Any type or length filmed program or series)

BRAD KRESS - "Greece: The Golden Age" - Nov. 9, 1963 - NBC  
J. B. PETERS - "The Kremlin" - May 21, 1963 - NBC  
JOHN S. PRIESTLEY - "East Side/West Side" - CBS  
BUD THACKERY - "Once Upon a Savage Night" - (Kraft Suspense Theatre)  
- April 2, 1964 - NBC

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WINNER

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26. OUTSTANDING ACHIEVEMENT IN ELECTRONIC PHOTOGRAPHY  
(Any type or length program or series, live or taped)

BELL TELEPHONE HOUR - NBC  
THE DANNY KAYE SHOW - CBS  
THE LIVELY ONES - NBC  
RIDE WITH TERROR - (Du Pont Show of the Week) - Nov. 8, 1963 -  
NBC

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WINNER

\* \* \*  
(more)



27. OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION

Any type or length filmed program or series)

JAMES ALGIE, SAMUEL COHEN, HANS DUDELHEIM, WALTER ESSENFIELD,  
ALEXANDER HAMILTON, EDWARD LEMPA, WALTER MORAN, NILS RASMUSSEN,  
JOHN ROBERTS, ROBERT SANDBO, EDWARD SHEA - Saga of Western Man -  
ABC

ARAM BOYAJIAN - The Kremlin - May 21, 1963 - NBC

WILLIAM T. CARTWRIGHT - The Making of the President 1960 -  
Dec. 29, 1963 - ABC

CONSTANTINE S. GOCHIS - Greece: The Golden Age - Nov. 19, 1963 - NBC

DANNY LANDRES, MILTON SHIFMAN, RICHARD WRAY - Arrest and Trial -  
ABC

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WINNER

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THE INTERNATIONAL AWARD

JUDGING BY SPECIAL COMMITTEE OF FORMER EMMY AWARD WINNERS OF  
ENTRIES FROM COUNTRIES THROUGHOUT THE WORLD

\* \* \*

THE STATION AWARD

REGIONAL WINNERS (judged by Committees at National Academy Chapters):

DATE LINE: CHICAGO COMPOSITE - WNBQ - Chicago

THE NEXT REVOLUTION - WCBS-TV - New York

CHILD BEATING - WMAL-TV - Washington, D. C.

WITHOUT VIOLENCE - WBRZ-TV - Baton Rouge

THE CASE OF THE LIMITED CHILD - KPIX-TV - San Francisco

POISON IN THE AIR - KNXT-TV - Los Angeles

THE LAST PROM - WLW-T - Cincinnati

WEDNESDAY'S CHILD - KGW-TV - Portland, Ore.

OPERATION CHALLENGE - A STUDY IN HOPE - KSD-TV - St. Louis

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WINNER

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NBC-New York, 5/14/64



JACK TRACY  
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS



May 15, 1964

PAT BOONE TO SUB AS "TONIGHT" HOST DURING ONE WEEK OF  
JOHNNY CARSON'S LEAVE-OF-ABSENCE FOR LAS VEGAS DATE

Pat Boone will serve as program host for "The Tonight Show Starring Johnny Carson" colorcasts the week of July 20-24 (NBC, Monday through Friday, 11:15 p.m.-1 a.m. EDT). Johnny Carson will be on a leave-of-absence from the series during July to headline the nightclub show at the Sahara Hotel in Las Vegas.

Boone, a star of recordings, motion pictures and television, served as an interim host on the "Tonight" show in 1962, prior to Carson's debut as the late-evening variety show's regular star, and was a frequent "Tonight" guest with former hosts Steve Allen and Jack Paar.

Woody Allen, as announced, will fill the "Tonight" host's role the first week of Carson's absence, July 6-10. A substitute host for the colorcasts of July 13-17 is yet to be named.

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NBC TELEVISION NETWORK NEWS

May 15, 1964

LEO G. CARROLL TO BE A CO-STAR  
OF 'THE MAN FROM U.N.C.L.E.'

Veteran actor Leo G. Carroll has been signed to a co-starring role in NBC-TV's new adventure series "The Man From U.N.C.L.E."

Carroll will portray Mr. Allison, the head of the super-secret world peace organization known as U.N.C.L.E. He joins series star Robert Vaughn and co-star David McCallum as a regular cast member.

"The Man From U.N.C.L.E." will be broadcast on Tuesdays (8:30-9:30 p.m. NYT) starting in September.



NBC COLOR TELEVISION NEWS



CREDITS FOR 'THE RED WHITE AND BLUE,' A 'PROJECT 20' SPECIAL  
TO BE COLORCAST ON NBC-TV TUESDAY, JUNE 9 (9-10 P.M. EDT)

Title: "The Red White and Blue"

Description: A full-hour NBC "Project 20" color television special on the subject of American patriotism. In an effort to capture the look of American patriotism today, and to explore the changes it has undergone in modern times both in outward display and in inner spirit, "Project 20" has sent film crews into many parts of the country during the past year. Among the places and events the cameras have covered are a Memorial Day celebration in Noank, Conn.; a Fourth of July parade and picnic in Faith, N.C.; the U.S. Marines' Iwo Jima memorial ceremony at Arlington, Va.; the Annin Flag Factory in Verona, N.J.; Ellis Island, in New York harbor; a naturalization ceremony in San Diego, Calif.; a schoolroom in Piscataway Township, N.J.

Storyteller: Walter Brennan (on-and-off-camera)

Producer-director: Donald B. Hyatt

Associate producer: Robert Garthwaite

Writer: Philip Reisman Jr.

Music: Robert Russell Bennett

Research director: Daniel W. Jones

Film Editor: Silvio D'Alisera

Sponsor (and agency): The Savings and Loan Foundation Inc. (McCann-Erickson Inc.)

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NBC-New York, 5/15/64



FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York, N.Y. 10020

JACK TRACY  
ROOM 320

2-X-H

May 18, 1964

SCORES OF NOMINEES RECONFIRM THEIR ATTENDANCE  
AT EMMY AWARDS CEREMONIES MAY 25

Inger Stevens, Diana Sands, Patty Duke, George C. Scott and Dick Van Dyke are among the scores of nominees who have reconfirmed their attendance at the Emmy Awards ceremonies since Friday morning, May 15.

The reconfirmations were in response to a telegram sent to all nominees Friday morning by Mort Werner, President, National Academy of Television Arts and Sciences.

Today's announcement was made by Bob Finkel, Executive Producer of the Emmy Awards telecast on NBC-TV Monday, May 25 (10-11:30 p.m. EDT). Hosts for the telecast will be Joey Bishop in Hollywood and E. G. Marshall in New York.

The entertainment portions of the telecast will start with Danny Kaye opening the show from Hollywood, followed by Dick Van Dyke and Mary Tyler Moore in an Oscar-Emmy sketch, some pertinent satire by the cast of "That Was the Week That Was," and Carl Reiner and Mel Brooks in a sketch titled "Television 2,000 Years Ago."

The star-studded array of personalities who will present the awards includes: Jack Benny, Milton Berle, Patty Duke, John Daly, Hugh Downs, Dina Merrill, Jonathan Winters, David Janssen, Shirley Booth, Don DeFore, James Franciscus, Dean Jagger, James Drury, Roberta Shore, Garry Moore, Gene Barry, Vince Edwards, Rod Serling and Nat Cole, among others.

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# NBC NEWS ELECTION YEAR '64

May 18, 1964

NBC NEWS LED COMPETITORS IN DECLARING ROCKEFELLER  
WINNER OF OREGON REPUBLICAN PRESIDENTIAL PRIMARY

NBC News was ahead of its competitors in declaring New York's Governor Nelson Rockefeller the winner of the Oregon Republican Presidential primary in an upset victory Friday night, May 15.

In bulletins on NBC-TV's Pacific Coast network at 11:01 p.m. EDT and on the East Coast network at 11:07 p.m. EDT -- just minutes after the polls closed at 11 p.m. EDT -- NBC News declared that, with one per cent of the vote in, Governor Rockefeller would win the Oregon primary. These statements were based on RCA 301 computer projections.

Governor Rockefeller was also declared the winner in an NBC Radio Network bulletin at 11:01 p.m. EDT.

A "flashcaster" report on NBC-TV at 11:46 p.m. EDT, said that, according to an NBC News projection, Rockefeller would win the Oregon primary with 34 per cent of the vote; Ambassador Henry Canot Lodge would run second with 26.4 per cent; Senator Barry Goldwater of Arizona would finish third with 17 per cent and former Vice President Richard M. Nixon would finish fourth with 16.7 per cent. These percentages held up during later tabulations. At this time, NBC News was also the first to declare Senator Goldwater would finish third, even though he was running fourth at the time of the projection.

(more)



Further developments were carried in a "flashcaster" report at 12:10 a.m. EDT. "Flashcaster" bulletins also reported earlier developments throughout the evening.

NBC-TV's Primary Night coverage, which extended into the early morning hours of Saturday, May 16, included two special programs, from 11:15 to 11:30 p.m. EDT and 12:30-1 a.m. EDT. The first program included a concession by Paul Grindle, leader of the Lodge forces. The second program included a victory statement by Bill Walsh, chairman of Rockefeller's Oregon campaign organization, comments by David Brinkley, and reports by Sander Vanocur at Lodge Headquarters, Robert MacNeil at Goldwater headquarters, Herb Kaplow at Nixon headquarters and Tom Pettit at NBC News' VIP center. Frank McGee was anchorman for both telecasts.

A post-primary special was presented Saturday, May 16 (7 to 7:30 p.m. EDT) as part of NBC News' "Campaign and the Candidates" series. The program, entitled "Politics Up-to-Date," originated from Portland, Ore. It included a recap of the primary voting and also an analysis of the Rockefeller victory and its effect on the other potential Republican candidates by NBC News correspondents Merrill Mueller, Sander Vanocur, Robert MacNeil, Herb Kaplow and Tom Pettit. Each newsman also looked ahead at what might happen in the June 2 California primary. Frank McGee was the anchorman.

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NBC-New York, 5/18/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 18, 1964

HUNTLEY-BRINKLEY COMMENCEMENT ADDRESS TO BE PRESENTED  
AT FRANKLIN AND MARSHALL COLLEGE WHEN THE TWO  
NBC NEWS PERSONALITIES RECEIVE DLitt DEGREES

Chet Huntley and David Brinkley transfer their distinctive speaking style from NBC-TV to the college campus on Sunday, May 31, when they deliver the commencement address at Franklin and Marshall College in Lancaster, Pa.

The occasion will mark the first time that the NBC News' "Huntley-Brinkley Report" personalities have collaborated in such a way, and one of the few times that a commencement speech at a major educational institution has been "hyphenated."

Franklin and Marshall President Keith Spalding also has announced that Huntley and Brinkley will receive honorary Doctor of Letters degrees during the ceremonies. The college awards honorary DLitt degrees for specific attainments, contributions, and recognition in the fields of literature, journalism and the drama.

Also receiving honorary degrees in different categories on the occasion will be Dr. I. I. Rabi, 1944 winner of the Nobel Prize in physics and a professor of physics at Columbia University; and Lt. Gen. J. H. Michaelis, commanding general of Allied land forces in southeast Europe.

Chet Huntley and David Brinkley have become the outstanding news team in broadcasting history since they were first brought together

(more)



to co-anchor NBC-TV's coverage of the 1956 national elections. Shortly after, they embarked on the Monday-through-Friday "Huntley-Brinkley Report" which in the ensuing six years as a 15-minute world news round-up won every major award in its field.

Last September, the "Huntley-Brinkley Report" was expanded to a half-hour program, and is now seen on the NBC-TV Network each weekday from 7 to 7:30 p.m., New York time.

In addition to the "Huntley-Brinkley Report," each newsman serves as narrator for numerous special NBC News documentary-type programs throughout the year.

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NBC-New York, 5/18/64



## WAYNE STATE UNIVERSITY HONORS HUGH DOWNS

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, today (May 18) received a Distinguished Alumni Award from Wayne State University (Detroit, Mich.) "in recognition of his outstanding achievements and service which reflect honor on Wayne State University."

The Award was presented to Downs, in New York, on the "Today" show by Clarence B. Hilberry, president of the university. Hilberry was introduced by Michigan's Governor George W. Romney, who was a guest. Downs attended Wayne State from 1940 to 1941, when he left to join the Army.

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NBC-New York, 5/18/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 18, 1964

## NBC NEWS' "THE TUNNEL" PRESENTED OVER EGYPTIAN TV

"The Tunnel," NBC News' award-winning documentary, was presented last night by Egyptian television on its cultural channel, NBC News correspondent Frank Bourgholtzer reported this morning from Cairo on the NBC Radio Network.

The film was retitled "Friends' Effort" and was supplied by the United States Information Service, said Bourgholtzer. The correspondent is in Egypt covering Soviet Premier Khrushchev's visit to that country for ceremonies at the site of the Aswan High Dam and to visit ancient monuments along the Upper Nile.

"The Tunnel" was the most honored single television program of the 1962-63 television season. It deals with the building of an underground escape route into East Berlin, a subject "not calculated to gladden Mr. Khrushchev's heart," observed Bourgholtzer.

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DOUG MORROW SIGNED AS A WRITER FOR 'KENTUCKY JONES'

Writer Doug Morrow, who received an Oscar for "The Stratton Story," has been signed by producer Albert Beich for NBC-TV's "Kentucky Jones," starring Dennis Weaver, co-starring Rickey Der and featuring James McCallion.

Morrow's TV credits include "Naked City," "General Electric Theatre," "The Donna Reed Show," and others. His screenplays include "Jim Thorpe" and "Beyond a Reasonable Doubt."

"Kentucky Jones" will premiere on NBC-TV Saturday, Sept. 19 (8:30 p.m. NYT). It will go into production at Desilu Studios in Culver City the latter part of June.

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NBC-New York, 5/18/64



JACK TRACY  
ROOM 320

2-X-H

NBC TRADE NEWS

May 19, 1964

DAYTIME SALES TOTALING MORE THAN \$4,000,000

RECORDED BY NBC-TV FOR THE 1964-65 SEASON

Daytime sales totaling more than \$4,000,000 have been recorded by NBC-TV for the 1964-65 season, it was announced today by James G. Hergen, Director of Daytime Sales, NBC Television Network.

"Ten advertisers have placed major orders in our new daytime schedule," said Mr. Hergen, "which is a healthy and confident response to the changes in our daytime schedule which take effect next month."

As previously announced, major changes in NBC-TV's daytime schedule take place June 29. Four programs will be shifted and, for the first time, the network will program in the 1:30-2 p.m. NYT period.

The 10 advertisers are Derby Foods Inc. (through its advertising agency, McCann-Erickson of Chicago), Heublein Inc. (Fletcher, Richards, Calkins & Holden), Colgate-Palmolive Co. (Ted Bates & Co.), Block Drug Co. (Sullivan, Stauffer, Colwell & Bayles), National Biscuit Co. (Kenyon & Eckhardt; Ted Bates & Co. and McCann-Erickson), Aluminum Co. of America (Ketchum, MacLeod & Grove), Kenner Products Manufacturing Co. (Leonard M. Sive & Associates of Cincinnati), Campbell Soup Co. (Needham, Louis & Brorby), General Foods Corp. (Foote, Cone & Belding) and Brillo Mfg. Co. Inc. (J. Walter Thompson Co.).

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# NBC TRADE NEWS

May 19, 1964

## DETROIT TEST LEADS TO EXCLUSIVE NBC TIEUP FOR 'VID-E-O' PROGRAM PERSONALITY GAME

Following a successful preview test in Detroit, John Heikes Associates, creators of merchandising game promotions, have entered into an exclusive tieup with the National Broadcasting Company Promotion Department for an NBC-TV personality game called "VID-E-O," it was announced today by Al Rylander, Vice President, Promotion, NBC.

The promotion, which features 50 top NBC-TV stars and their shows, is keyed to the network's station affiliates with the game sponsored by local supermarket chains in each viewing area and is scheduled to break nationally to coincide with the NBC-TV Fall schedule.

"VID-E-O" is designed to fit into a supermarket's merchandising schedule and employs newspaper and on-air advertising and promotion in addition to the distribution of an estimated 200 million "VID-E-O" playing game cards in full color. Thus, a complete saturation will be achieved through this promotion, which will have supermarket chains and NBC-TV affiliate stations jointly participating.

"VID-E-O" is played by matching the star photos on the playing cards with those appearing in the newspaper ad or window poster which features the playing field of 21 star photos. A contestant holding a playing card must match five stars appearing in the ad -- either five across, five down or five diagonally -- in order to win a cash prize. Prizes are listed on the back of the playing cards.

(more)



Each "VID-E-O" promotion campaign is expected to run for a minimum of eight weeks (a new game each week) to achieve maximum penetration and viewing impressions. During this period the supermarket places ads (the playing field) in the newspapers for each week's game. This ad, of course, includes the photos of NBC-TV stars and their respective show titles. The playing field in each ad features 21 star photos.

In Detroit, where "VID-E-O" was tested, the Food Fair chain ran the promotion for 12 weeks, extending the campaign beyond the original eight weeks it had planned, attesting to the successful impact of this merchandising device. Food Fair used color-tint full-page ads in its campaign. The local NBC-TV affiliate, WWJ-TV, reported it as "the advertising break of the year for NBC in Detroit."

To help support this promotion nationwide, the NBC Promotion Department is making available to the stations a series of star promos -- audio tapes and slides, plus television tapes of the participating stars inviting viewers to play "the new NBC personality game, VID-E-O."

The "VID-E-O" game is copyrighted by John Heikes Associates.

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NBC-New York, 5/19/64





# NBC NEWS ELECTION YEAR '64

May 19, 1964

ASSOCIATED PRESS MEMBERS TO RECEIVE "NBC'S ELECTRONIC  
VOTE ANALYSIS" OF ELECTIONS  
- - -  
AP-NBC News Agreement Is Announced

The Associated Press and NBC News entered into an agreement today to provide to Associated Press members "NBC's Electronic Vote Analysis" of elections.

The announcement was made jointly by William R. McAndrew, Executive Vice President in charge of NBC News, and Wes Gallagher, General Manager of the Associated Press.

The National Broadcasting Company's service, called "Electronic Vote Analysis," utilizes a bank of RCA 301 and RCA 3301 computers to furnish extensive data explaining and comparing the results in the Presidential election -- nationally, and by state -- and in all gubernatorial and senatorial races. The material will be used by AP in its daily news report to its 8,000 members and subscribers around the world.

The Associated Press will continue its traditional comprehensive vote tabulations of all races in all states separately from NBC's own tabulation.

"Use of our EVA data by the world's foremost wire service is testimony to its effectiveness, as demonstrated in NBC News' coverage of the Oregon primary elections last Friday," Mr. McAndrew said.

(more)



"This analysis of voting trends and speedy interpretation of returns brings to Associated Press members the advantages of the latest electronic techniques to supplement the Associated Press' basic task of tabulating election results on local and national levels," Mr. Gallagher said.

"To gather this information manually would take months of work and tens of thousands of man-hours," he added. "By use of Electronic Vote Analysis, this information will be available election night."

Although the agreement with The Associated Press is exclusive, NBC News may, at its discretion, provide the same service directly to AP newspaper members.

The analysis is based on a mass of detailed information that has been pre-stored in the computers, including all vote histories and data on "tag areas." The "tag areas" are numerous precincts, wards and counties which have been specially selected by NBC News to represent the political behavior pattern of groups within an electorate.

As an example, a group of Polish-American areas in Detroit, Chicago, Toledo and Buffalo might be grouped to provide insight into the voting behavior of Polish-Americans. Similarly, other areas might be grouped to provide indices to suburban voting, Negro voting or the voting of various economic or educational levels.

The computers can provide differential analyses, showing any deviation from the norm, as, for example, that the Eastern states are voting differently from another group of states or the country as a whole. They can compare results in any part of the country with its previous history or with another area.

(more)



The data is transmitted by teletype lines directly from the computers without human intervention. However, key members of the NBC News team are allowed to add news values to the differentials by teletyping information directly to the computer's memory while it continues to analyze and tabulate.

The computers print out the information in English, as, for example, that one candidate "is running behind in Illinois because of the heavy rural vote."

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NBC-New York, 5/19/64



## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

May 19, 1964

NBC RENEWS CONTRACT WITH ACTRESS ENA HARTMAN

NBC has renewed its contract with Ena Hartman, the former fashion model who recently appeared on NBC-TV's "Bonanza." The announcement was made today by David Tebet, Vice President, Talent Relations, NBC Television Network.

Miss Hartman appeared in "Enter Thomas Bowers," the April 26 "Bonanza" drama.

Since November, Miss Hartman, an NBC talent discovery, has been in Hollywood acting in films. She was signed to an NBC Development contract in August, 1962, as a result of a series of talent auditions.

Born in Pine Bluff, Ark., the tall attractive actress came to Manhattan in 1961 and enrolled in Joshua Shelley's dramatic classes. She soon established herself as a top fashion model.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 19, 1964

## "THE AMERICAN REVOLUTION OF '63," NBC NEWS' 3-HOUR DOCUMENTARY ON THE CIVIL RIGHTS MOVEMENT, PRAISED ON FLOOR OF SENATE BY ALASKA'S SENATOR BARTLETT

"The American Revolution of '63," NBC's unprecedented three-hour study of the civil rights movement, was praised on the floor of the United States Senate by Senator E. L. Bartlett (D.-Alaska). In advising his colleagues that a film copy of the entire program is available for reference in the Library of Congress the Senator commended NBC "for this important contribution on the subject of civil rights."

"At this time," said Senator Bartlett, "as the Senate deliberates the most vital issue of our generation, civil rights, it is fitting that we should continue to explore the background and compelling history of the American Negro's long struggle for equality.

"The history of the movement was documented in a penetrating fashion last Labor Day, September 2, 1963, by the National Broadcasting Company, which canceled its entire regularly scheduled programming to broadcast a three-hour news special, 'The American Revolution of '63.'"

In citing the value of the documentary and its availability for study in connection with the civil rights debate, Senator Bartlett called attention to "countless favorable reviews of this outstanding report" by quoting the nationally syndicated television critic of the New York World-Telegram and Sun, Harriet Van Horne. In reviewing the program she wrote, "When historians still unborn sift the minutes of

(more)



2 - "The American Revolution of '63"

the civil rights struggle now raging, let them pay respectful attention to the vital -- one might almost say decisive -- role played by television. And let us hope that all archives of any consequence will retain a print of last night's unprecedented documentary, 'The American Revolution of '63.'"

Senator Bartlett added that the NBC News documentary, which was produced by Robert J. Northshield and Chet Hagan, "is an example of television's unique ability to make history while recording it." He cited a number of organizations which have honored the program, including the American Civil Liberties Union, the Americans for Democratic Action, the Women's League for Israel and Sigma Delta Chi, the professional journalism society. The program also won the American Jewish Committee's Human Relations Award for Mass Media and the George Foster Peabody Award as the Best Television Documentary of the year. In addition, the program was honored by the National Association for the Advancement of Colored People and the National Conference of Christians and Jews. It has been nominated as Program of the Year by the National Academy of Television Arts and Sciences.

Senator Bartlett also noted that "The American Revolution of '63" included statements by five of his Senate colleagues as well as numerous other leaders -- and opponents -- of the civil rights movement.

The program was narrated by NBC News correspondent Frank McGee.

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NBC-New York, 5/19/64



JACK TRACY  
ROOM 320

NBC TRADE NEWS

May 20, 1964

BLOCK DRUG CO. BUYS SPONSORSHIP IN FOUR NBC-TV  
PROGRAMS DURING 1964-65 SEASON

The Block Drug Company has purchased sponsorship in four NBC-TV programs including "The Huntley-Brinkley Report" during the 1964-65 season, it was announced jointly today by Don Durgin, Vice President, Sales, NBC Television Network, and Alfred L. Plant, Vice President, Advertising, Block Drug Company.

The Block purchase is for twice-weekly sponsorship in the NBC-TV "Huntley-Brinkley Report" beginning in September, and for sponsorship in "The Jack Paar Program," "International Showtime" and the "Tonight Show Starring Johnny Carson."

In the Monday-through-Friday "Huntley-Brinkley Report" -- which is viewed each evening (7-7:30 p.m. EDT) by 18,496,000 persons, according to recent American Research Bureau estimates -- Block will advertise its major product, Polident, denture cleanser, and several other products including Poli-Grip, denture adhesive; Nytol, sleeping tablets; Py-co-pay toothbrushes, and Omega oil.

Block will advertise Tegrin in "The Jack Paar Program" (colorcast Fridays 10-11 p.m. EDT) and in "International Showtime" (Fridays 7:30-8:30 p.m. EDT).

Block is one of the charter advertisers of "Tonight" (colorcast 11:15 p.m.-1 a.m. EDT Mondays through Fridays), having first participated in the program on Dec. 30, 1957 and continued on a weekly schedule since then. The current Block order in "Tonight" will cover the complete line of Block Drug products.

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# NBC NEWS ELECTION YEAR '64

NBC NEWS TO USE STAFF OF 25,000 PRECINCT REPORTERS  
IN CALIFORNIA PRIMARIES, SETTING RECORD  
FOR COVERAGE OF ANY ELECTION

NBC News will cover the California primaries Tuesday, June 2 on television and radio with a staff of more than 25,000 voting-precinct reporters -- a greater number than any network has ever used in reporting an election, including a general election.

Coverage on the NBC-TV Network will include numerous bulletins and "flashcaster" reports from 10 p.m. EDT, when most of the polls close, and a 45-minute special program from 11:15 p.m. to 12 midnight EDT.

Most poll reporters will be members of the Mormon Relief Society, the same organization which performed so effectively for NBC in the Oregon primary coverage. The vote totals will be phoned to regional tabulating centers throughout the state and to the main tabulating center in NBC's Burbank studios. From Burbank the figures will be sped to RCA 301 computers in Cherry Hill, N. J., which will complete the tabulation and project the results.

The programming will originate in the Burbank studios. Frank McGee will be anchor man, and Chet Huntley will help to interpret the outcome of the various races.

NBC News will be concerned mainly with three contests: Republican Presidential primary in which New York Governor Nelson Rockefeller and Arizona Senator Barry Goldwater are the candidates; the Democratic

(more)



senatorial race between Pierre Salinger and Alan Cranston, and the Republican senatorial race between George Murphy and Lee Kaiser.

NBC News correspondents covering these candidates will be:

Merrill Mueller -- with Rockefeller, Los Angeles.

Robert MacNeil -- with Goldwater, San Francisco.

Sander Vanocur -- with Salinger, San Francisco and Los Angeles.

Tom Pettit -- with Cranston, San Francisco.

Herbert Kaplow -- with Murphy, Beverly Hills.

Roy Neal -- with Kaiser, Los Angeles.

Chet Hagan will produce the coverage. Jerome Jacobs will be associate producer in Burbank, and Karl Hoffenberg will be associate producer in an auxiliary control room in San Francisco. Robert Priaulx will be the principal director.

A preview of the California primaries will be presented on NBC-TV Sunday, May 31 from 7 to 7:30 p.m. EDT. The program will feature live and filmed reports of final campaign activity, and will show several motion picture performers who are active in the campaigns, among them Edgar Bergen, Irene Dunne, Ronald Reagan and Peter Lawford. Frank McGee will be anchor man and Sander Vanocur, Robert MacNeil, Merrill Mueller and Tom Pettit will participate.

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NBC-New York, 5/20/64





# NBC NEWS ELECTION YEAR '64

May 20, 1964

## N.Y. HERALD TRIBUNE ARRANGES FOR EXCLUSIVE NEWSPAPER USE IN METROPOLITAN AREA OF NBC NEWS' "ELECTRONIC VOTE ANALYSIS" SYSTEM IN ITS COVERAGE OF THE NATIONAL ELECTIONS

The New York Herald Tribune has completed arrangements for exclusive newspaper use in the New York metropolitan area of the National Broadcasting Company's "Electronic Vote Analysis" system in its coverage of the national elections in November.

The Herald Tribune will establish an election desk at NBC News headquarters in the RCA Building and have special access to the network's computer projections and vote analyses as well as expanded coverage of the New York, New Jersey, and Connecticut races.

Announcement was made earlier that the Associated Press had purchased the rights to use NBC's "Electronic Vote Analysis" for service to the organization's 8,000 members and subscribers throughout the world.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 20, 1964

## NBC'S IRVING GITLIN TO RECEIVE DELBERT CLARK AWARD

IN ADULT EDUCATION FROM WEST GEORGIA COLLEGE

Irving Gitlin, Executive Producer, Creative Projects, NBC News, has been selected to receive the Delbert Clark Award in Adult Education from West Georgia College, Carrollton, Ga. The presentation to Mr. Giltin will take place during commencement exercises at the college on June 5.

The award is given each year to "some person or persons whose contribution, in the judgment of a faculty committee and the faculty of the college, has been significant and praiseworthy."

In his NBC capacity, Mr. Gitlin created and supervised the "NBC White Paper" series, which won many of television's major awards, and he also supervised the development of the actuality dramas which appear on the Sunday evening "Du Pont Show of the Week." Other award-winning series which Mr. Gitlin created for NBC have been "The Nation's Future" and the "Purex Specials for Women."

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'MR. NOVAK' SERIES HONORED BY  
MONTANA EDUCATION ASSOCIATION

"Mr. Novak," one of the most honored programs on TV, again has been singled out for a citation. The Montana Education Association in its annual meeting went on record with a unanimous vote of appreciation to NBC and to the program's creators, E. Jack Neuman and Boris Sagal.

In a letter to Walter D. Scott, NBC Executive Vice President in charge of the NBC-TV Network, D. D. Cooper, Executive Secretary of the education association, said: "We feel that 'Mr. Novak' is bringing a much better understanding of the problems and accomplishments of our schools to the general public. This is a tremendous service for which we are most grateful."

NBC-New York, 5/20/64





May 20, 1964

'BELL TELEPHONE HOUR' TO START ITS 25TH  
NBC SEASON WITH COLORCAST OF OCT. 6

The "Bell Telephone Hour" will start its 25th NBC season with the colorcast of Tuesday, Oct. 6 (NBC-TV Network, 10-11 p.m. NYT). This makes it the oldest nighttime program still on NBC. The new series will be seen on alternate Tuesdays, continuing through May 25, 1965.

The "Telephone Hour," live and in color, will continue to be a showcase for leading stars from opera, the concert stage, motion pictures, ballet, Broadway and supperclubs. Donald Voorhees conducts the Bell Telephone Orchestra. He has been on the podium since the broadcasts originated on NBC Radio in April, 1940, and continued on NBC-TV since January, 1959.

During the Summer of 1964 the "Bell Telephone Hour" will be on the air with live full-hour color musicals on alternate Tuesdays, for the first Summer since the TV series started. These telecasts will originate in NBC's New York studios, before an invited audience. The programs will be performed on an arena stage, with the orchestra in view of the cameras. Florence Henderson is hostess of the first two shows, with upcoming young stars of today's entertainment world.

The program is sponsored by the Bell System; N. W. Ayer & Son Inc. is the agency.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 20, 1964

NEW NEWS CORRESPONDENT VALERIANI AND CAMERAMAN BRODA  
LOCATE CUBAN EXILES' TRAINING BASE AND "TODAY"  
PRESENTS EXCLUSIVE FILM REPORT

Exclusive NBC News film of Cuban exiles receiving military training at a base in Central America was shown on NBC-TV's "Today" show this morning during the program's 8 a.m. EDT news segment, less than an hour after arriving in New York.

The film was shot by NBC News cameraman Gene Broda who, with NBC News correspondent Richard Valeriani, discovered the secret base.

The trainees, who were seen marching through jungle terrain, were recruited in Miami and most have had some previous training, said Valeriani.

Valeriani found the base by chartering a plane and flying to the general area where it was rumored to be. They spotted a landing strip and some buildings in the middle of the jungle and landed. When no one appeared after a half-hour, they prepared to take off but as they turned the plane around a shot rang out and two Cubans with rifles appeared. A few days later the chief of the small band finally permitted the newsman to film the base and training exercises on the condition no faces were shown and no names were used.

The significance of the camp, explained Valeriani, appears to be that there are several like it throughout the Caribbean area and the strategy seems to be to infiltrate several small teams of well-trained men inside Cuba instead of another large-scale invasion.

-----O-----





JACK TRACY  
ROOM 320

2-X-H

# NBC NEWS ELECTION YEAR '64

May 21, 1964

POLITICAL EXPERTS IN 'BACKFIELD' OF NBC NEWS RADIO TEAM

Morgan Beatty and Robert McCormick Will Serve as Analysts,  
With Peter Hackes and Russ Ward Anchor Men, For  
NBC Radio Coverage of Conventions

Two political experts whose combined experience in news total 71 years, and two younger but also knowledgeable reporters, will form the "backfield" of the NBC News team covering the 1964 Republican and Democratic conventions on NBC Radio.

Veteran broadcasters Morgan Beatty and Robert McCormick will have special assignments as convention analysts. Peter Hackes and Russ Ward will be the anchor men of the coverage.

"For the first time, we are merging the particular talents of four able NBC News correspondents," said Russell C. Tornabene, NBC Manager of News Operations, who will be executive producer of the NBC Radio Network coverage. "We feel this expanded operation will be necessary, in light of a greater need for analysis and in the face of heavy competition, to assure the same aggressive, thorough coverage that gave NBC News its leadership position in 1960."

Chet Huntley and David Brinkley will be the anchor men of NBC News' coverage on the NBC-TV Network.

Hackes and Ward will handle the running story on radio, not only keeping up with fast-breaking developments but anticipating them, Tornabene said. Beatty and McCormick, free of the responsibility of

(more)



minute-by-minute reporting, can concentrate on interpreting the significant happenings.

Their first line of support will be convention floor reporters Richard Valeriani, Ron Nesson, Elmer Peterson and Charles Quinn. Equipped with portable broadcasting gear, these floor reporters will cover every area of the hall, interviewing key figures and gathering newsworthy information.

Here's how the plan will work, according to James L. Holton, senior radio producer for NBC News, who will produce the radio coverage:

"From a booth overlooking the arena floor, our anchor men will report the activity as it unfolds, much as a sportscaster gives a play-by-play description of a football game. Working directly with me, they will have on-the-air control of the coverage.

"McCormick, in a studio nearby, will be kept informed of everything going on by means of all audio communications lines, a TV monitor, the NBC News Convention wire and teletype receivers of the major wire services. He will explain the significance of a development when the anchor men call on him, or will offer such interpretation when he can make a telling point. Periodically, he will sum up the proceedings, placing them in their proper perspective.

"Beatty will be a one-man task force, free to pursue the story behind the scenes in whatever direction his instincts and experience direct. In the past we have covered, with individual reporters, all the individual facets of the story, and we have reported these, shotgun fashion, in individual pieces. Now we will have one eminently qualified newsman to capture the 'big picture' through personal contact with the delegates, the kingmakers, the candidates and the pundits.

(more)



"Beatty's mobility will give him a universal viewpoint of the convention that no single broadcast newsman was able to get before. His special reports, along with McCormick's analysis, will fully round out our convention coverage."

The Republican convention begins July 13 in San Francisco. The Democrats meet Aug. 24 in Atlantic City.

NBC News' entire radio coverage, as well as its television coverage, will be sponsored solely by the Gulf Oil Corporation.

The 1964 conventions will be the sixth pair that Beatty and McCormick have covered. Beatty's assignments to these meetings have been consecutive and exclusively for NBC News. McCormick started with the 1936 conventions while working for the Washington News, and covered the 1940 conventions for Collier's and the 1948, 1956 and 1960 sessions for NBC. He missed the 1944 meetings because he was covering World War II action in the Pacific and the 1952 conventions because he was in Europe, coordinating NBC News' television films and heading the Bonn bureau.

Beatty and McCormick were anchor men of the 1960 convention coverage on NBC Radio. Hackes will be covering his third set of conventions for NBC. He was a floor reporter in 1960. In 12 years of Washington experience he has covered every major government building including the White House, the Capitol, the Supreme Court and the Pentagon. Ward has covered elections and other political developments in the Washington area (District of Columbia, Virginia, Maryland) for the past eight years. He currently is anchor man of NBC Radio's "World News Roundup," an assignment Hackes had for four years.

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NBC-New York, 5/21/64



## NBC TELEVISION NETWORK NEWS

### RICHARD DENNING SIGNED TO A STARRING ROLE IN 'KAREN,' ONE OF THE THREE RELATED STORIES OF '90 BRISTOL COURT' SERIES

Richard Denning, long-time star of television "private eye" shows, has been signed for a starring role in "Karen," one of the three related stories of NBC-TV's "90 Bristol Court," 90-minute comedy series scheduled for the 1964-65 season (Mondays, 7:30-9 p.m. NYT).

Executive producer Joe Connelly announced that Denning will play Steve Scott, a modern father who must cope with the bewildering teenage world of his 16-year-old daughter Karen.

Denning portrayed detective Jerry North in the "Mr. and Mrs. North" radio and TV series and the title role in NBC-TV's "Michael Shayne." His credits also include more than 150 movie roles.

Denning will team with Mary La Roche, who will star as his wife, Barbara, and 15-year-old Debbie Watson, a high school sophomore from La Mirada, Calif., who will make her TV debut in the title role. Gina Gillespie as little sister Mimi, and Bobo Lewis as Florence, the cook, will co-star.

The "90 Bristol Court" programs, which will be filmed at Universal City Studios, follows the adventures of three families who are next-door neighbors in a modern Southern California apartment court. Besides "Karen" the program includes "Tom, Dick and Mary" and "Harris Against the World." The stories will be linked together by a common theme and characters as well as the common setting.

Connelly and Bob Mosher will co-produce "Karen." Connelly will supervise production of all three sequences.

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NBC-New York, 5/21/64



PR-14  
FROM THE NATIONAL BROADCASTING COMPANY  
Thirty Rockefeller Plaza, New York, N. Y. 10020

May 21, 1964

SIX NBC-TV PROGRAMS NAMED RECIPIENTS OF GOLDEN EAGLE AWARDS  
BY COUNCIL ON INTERNATIONAL NONTHEATRICAL EVENTS (CINE)

Six programs telecast by the National Broadcasting Company during the 1963-64 season have been announced as recipients of Golden Eagle Awards by the Council on International Nontheatrical Events (CINE) in its annual documentary film competition.

NBC News was honored for "Experiment in Excellence" and "Greece: the Golden Age." "Experiment in Excellence," a study of advanced teaching techniques was produced by Robert J. Northshield and "Greece: the Golden Age" by Lou Hazam.

"That War In Korea" and "The World of Maurice Chevalier," both NBC Special Projects productions, received Golden Eagle Awards. Donald B. Hyatt, Director of NBC Special Projects produced and directed the documentary about the Korean War. Eugene S. Jones produced and directed the Chevalier story.

Also honored by CINE were an episode entitled "The Restless Sea" from the "Bell System Science Series" and "Hailstones and Halibut Bones," a segment of an "Exploring" episode. "The Restless Sea" was produced by Walt Disney Productions. Five selections from "Hailstones and Halibut Bones," a book of poems about colors by Mary O'Neill, with accompanying animation, was produced by Craig Fisher.

Golden Eagle Awards are given to films that CINE judges eligible to represent the United States abroad in major international film festivals. The awards will be presented on Nov. 10.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 21, 1964

## ARTIST BEVERLY OF "HUNTLEY-BRINKLEY REPORT" TO DO ILLUSTRATIONS FOR U.S.I.A. FILM ON THE NATION'S SPACE EFFORT

VanZandt Beverly, artist for NBC-TV's "Huntley-Brinkley Report," has been enlisted by the United States Information Agency to do a series of illustrations for a film on the nation's space effort.

Beverly, whose illustrations of world newsmakers have been a distinctive feature of the "Huntley-Brinkley Report" since the program was expanded to a half-hour format last September, will provide color representations of seven famous explorers and a lunar landscape that will form the backdrop for a major portion of the film.

Subjects of his personality drawings are Admiral Robert E. Peary, discover of the North Pole; Roald Amundsen, first to reach the South Pole; Roy Chapman Andrews, naturalist, explorer and author; Admiral Richard E. Byrd, polar explorer; Auguste Piccard, who probed the stratosphere in a balloon and the ocean's depths in the bathyscape; Sir Edmund Hillary, conqueror of Mount Everest, and Yves Jacques Cousteau, inventor of the aqualung.

The U.S.I.A. film, now in production, will describe the historical roots of the government's Mercury, Gemini, and Apollo man-in-space projects. It is to be shown throughout the world.

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DIRECTORS CHOSEN FOR 3 EPISODES OF 'KENTUCKY JONES'

Ida Lupino and Ralph Senensky have been signed to direct three episodes of NBC-TV's "Kentucky Jones" when the series goes into production June 29 at Desilu-Culver Studios, producer Al Beich announced today. Miss Lupino will direct two episodes and Senensky one.

The series, starring Dennis Weaver in the title role, will premiere on NBC-TV Saturday, Sept. 19 (8:30-9 p.m. EDT). Ricky Der and James McCallion will be featured.

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88 NOTES MISSING, SO NOTEWORTHY

JOSE MELIS CONCERT IS POSTPONED

Jose Melis, music director of "The Jack Paar Program" colorcasts on NBC-TV, was scheduled to give a concert last Wednesday (May 20) in the Huntington (Long Island, N.Y.) High School Auditorium.

Everything seemed ready for a delightful evening of entertainment. Melis arrived early to prepare for his 8:30 p.m. performance. Some 1,500 persons had purchased tickets.

But one thing was lacking. The sponsors of the concert had neglected to provide the proper piano. Since it is rather difficult for a pianist to perform without a piano, Melis regretfully had to postpone his appearance. Next Wednesday (May 27), he will return to Huntington to keep his delayed date with 1,500 people and a piano.

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NBC-New York, 5/21/64



## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

OVER 400 EXECUTIVES REPRESENTING THE 203 TV AFFILIATES AND THE  
192 RADIO AFFILIATES OF THE NATIONAL BROADCASTING COMPANY  
WILL ATTEND ANNUAL CONVENTION IN BEVERLY HILLS, CALIF.

FOR RELEASE MONDAY A.M., MAY 25

Over 400 executives representing the 203 television affiliates and the 192 radio affiliates of the National Broadcasting Company will attend their annual convention opening Monday, June 1, in Beverly Hills, Calif., at the Beverly Hilton Hotel, it was announced today by Tom Knode, Vice President, Station Relations, NBC. The NBC Radio affiliates will meet Tuesday, June 2, and the television affiliates Wednesday, June 3.

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, and Robert E. Kintner, President of NBC, will host a reception welcoming the executives on Monday, June 1.

Mr. Sarnoff will address the affiliates at the joint luncheon on Wednesday, and Mr. Kintner will speak at both radio and television meetings.

At the affiliates' dinner June 3, Andy Williams will host the entertainment, which will feature Jack Benny, Danny Thomas, the Osmond Brothers, Jonathan Winters and Roberta Shore.

Other highlights of the NBC affiliates' convention include:

Reports by Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and other television network executives covering programming and sales and new program development for the television network. William R. McAndrew, Executive Vice President in charge

(more)



of NBC News, and Julian Goodman, Vice President, NBC News, also will address the television affiliates.

A major visual presentation of television network activities.

A report to the radio network affiliates by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

An address to the luncheon meeting of the radio affiliates by Emerson Foote, Chairman of the Board and President, McCann-Erickson Inc.

An address to the meeting of the radio affiliates by Robert L. Redd, Executive Vice President, Creative Services, Western Division of Erwin Wasey, Ruthrauff & Ryan Inc.

A review by C. D. Deloach, Assistant Director of the FBI, of case histories of the apprehension of criminals as a result of NBC Radio's "Monitor" program cooperation with the FBI.

NBC News correspondent Frank McGee reporting the NBC Radio Network's plans for coverage of the 1964 political activities.

Humorous sports anecdotes by Joe Garagiola, NBC sportscaster, to the radio affiliates meeting.

The annual NBC Affiliates' convention will be climaxed by the dinner and entertainment Wednesday evening in the Beverly Hilton Hotel.

Other NBC personalities who will attend the dinner are:

(more)



Jim Backus of "Mr. Magoo"  
Bob Barker of "Truth or Consequences"  
Patricia Barry of "90 Bristol Court"  
Dan Blocker of "Bonanza"  
Randy Boone of "The Virginian"  
Shirley Booth of "Hazel"  
Richard Chamberlain of "Dr. Kildare"  
Walt Disney of "Walt Disney's Wonderful World of Color"  
Ricky Der of "Kentucky Jones"  
James Drury of "The Virginian"  
James Franciscus of "Mr. Novak"  
Clu Gulager of "The Virginian"  
Monty Hall of "Let's Make a Deal"  
Dean Jagger of "Mr. Novak"  
Tom Kennedy of "You Don't Say!"  
Jack Klugman of "90 Bristol Court"  
Mary La Roche of "90 Bristol Court"  
Bill Leyden of "Your First Impression"  
Doug McClure of "The Virginian"  
Fess Parker of "Daniel Boone"  
Albert Salmi of "Daniel Boone"  
Robert Vaughn of "The Man from U.N.C.L.E."  
Debbie Watson of "90 Bristol Court"  
Dennis Weaver of "Kentucky Jones"  
Gig Young of "The Rogues"  
Loretta Young of "The Loretta Young Theatre"

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**FROM THE NATIONAL BROADCASTING COMPANY**

*Thirty Rockefeller Plaza, New York, N.Y. 10020*

FIRST ENGLISH LANGUAGE TV STATIONS IN LATIN AMERICA  
(NOW UNDER CONSTRUCTION IN PUERTO RICO) WILL BE  
AFFILIATED WITH NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., MAY 25

The first English language television stations in Latin America -- currently under construction in Puerto Rico at San Juan, Ponce and Mayaguez -- will be affiliated with the National Broadcasting Company, it was jointly announced today by Tom Knodel, Vice President, Station Relations, NBC, and Clement L. Littauer, Executive Vice President of Antilles Broadcasting Corporation, San Juan.

All three stations will operate on ultra high frequency (UHF) channels, and will form a regional network in Puerto Rico.

The San Juan station will begin broadcasting in July on Channel 18. Stations in Ponce and Mayaguez are scheduled to begin operation before the end of 1964 on Channels 14 and 16, respectively.

The bulk of the NBC television programs will be recorded at a tape central in New York City and transported by jet airplane to San Juan.

"NBC programs will reach over 100,000 English-speaking homes in Puerto Rico," Mr. Littauer said. "The diversity and quality of the NBC schedule has been established, and we look forward to a long and fruitful association with the best combination of news, entertainment and information on television."

(more)



Mr. Knode said: "NBC is most pleased to be affiliated with the first English language television stations in Latin America, and we appreciate the blanket endorsement of NBC-TV programming by Antilles Broadcasting."

Antilles Broadcasting Corporation presently operates Radio San Juan (WRSJ). Mr. Littauer and Julio Morales Ortiz are co-owners of Antilles.

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NBC-New York, 5/22/64



## NBC TRADE NEWS

May 22, 1964

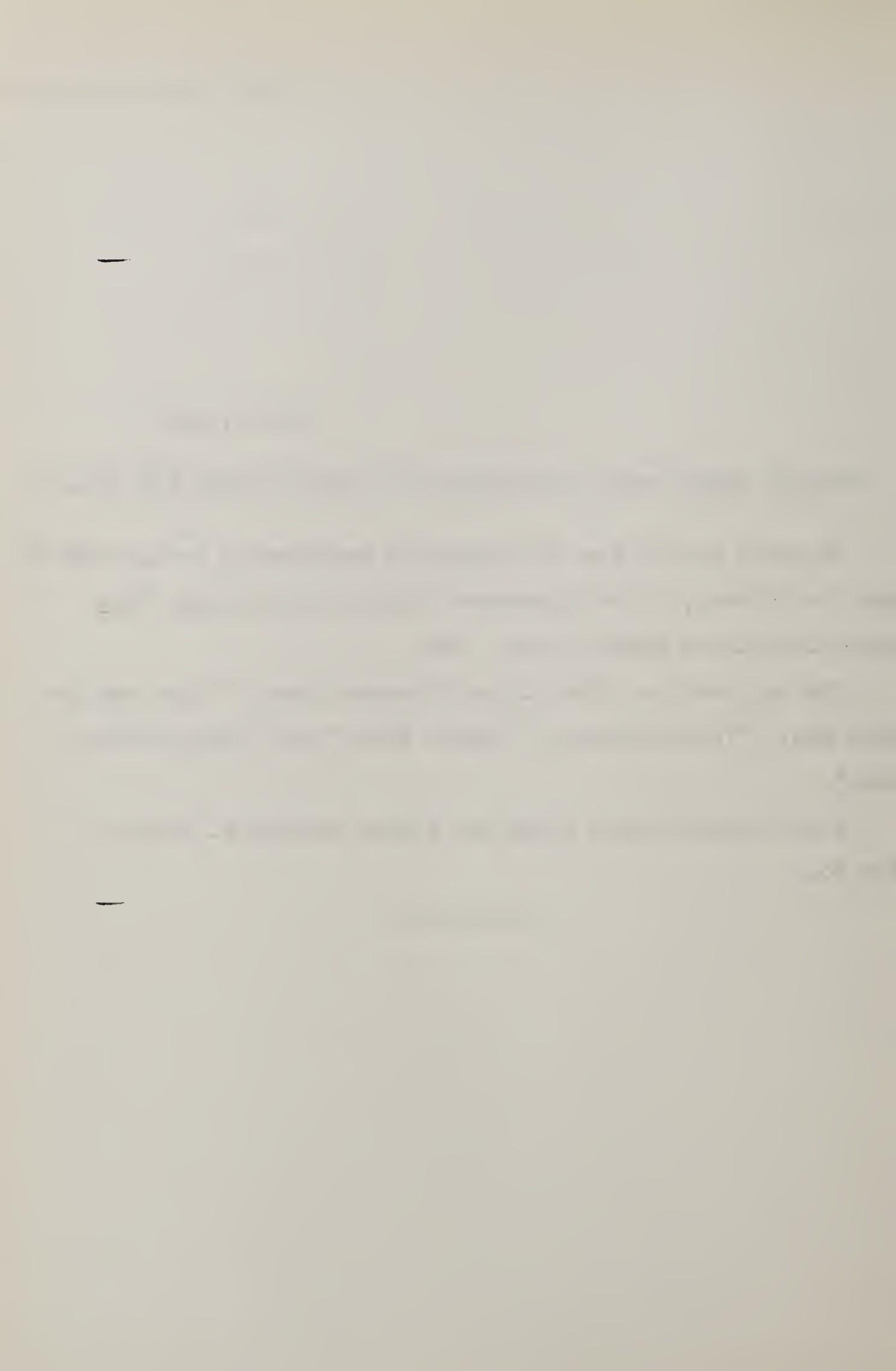
### STANDARD BRANDS BUYS SPONSORSHIP IN 5 NBC-TV SHOWS FOR 1964-65

Standard Brands Inc. has purchased sponsorship in five NBC-TV programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Alfred Hitchcock Hour," "That Was the Week That Was," "The Virginian," "Daniel Boone" and "International Showtime."

The Standard Brands order was placed through J. Walter Thompson Co.

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PR-17A

## NBC TRADE NEWS

May 22, 1964

### HUMBLE OIL TO SPONSOR REPEAT OF NBC NEWS' COLOR SPECIAL, "POLARIS SUBMARINE: JOURNAL OF AN UNDERSEA VOYAGE

An NBC News color TV special which has been a consistent prize-winner, "Polaris Submarine: Journal of an Undersea Voyage," will be repeated on the NBC-TV Network Tuesday, June 23 (10-11 p.m. EDT).

The Humble Oil & Refining Company will be the sponsor. (McCann-Erickson Inc., Houston, Tex., is the agency).

The program, produced and written by Lou Hazam, was first telecast Dec. 19, 1962. It won the First Prize St. Mark's Plaque at the 1963 Venice Film Festival, widely considered the world's leading international film exhibition. It won the Overseas Press Club of America Award for the best motion picture reporting from abroad for 1962, and received the Golden Eagle Award of CINE (the Council on International Nontheatrical Events), which coordinates selections of American films for international festivals.

"Polaris Submarine" was filmed on an actual operational mission of the USS George Washington. The NBC News production crew spent almost three weeks on the nuclear-powered submarine deep beneath the sea.

A team of six had to pass the rigid Navy medical examination for submariners before embarking on their underseas assignment. They were correspondent Martin Agronsky, associate producer Daniel Karasik, director Tom Priestley, cameraman Scott Berner, soundman John Langenagger and assistant cameraman Robert Genlenter.

(more)



2 - 'Polaris Submarine'

For approximately 14 hours a day, the crew filmed. "We worked day and night," Agronsky recalls. "Except, we couldn't tell when it was day and when it was night."

The climax of the program is the firing of a non-armed Polaris missile down the Atlantic missile range. The program shows, for the first time, the highly complex undersea firing sequence for the Polaris missile.

NBC-TV PROGRAM HIGHLIGHT JUNE 23

"Polaris Submarine: Journal of an Undersea Voyage" --

An NBC News special filmed on an actual operational mission of the USS George Washington. (Color. Repeat)

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NBC-New York, 5/22/64



## FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

May 22, 1964

NBC-TV'S "MR. NOVAK" AND "AN EXPERIMENT IN EXCELLENCE"  
NAMED AS WINNERS OF 1964 NATIONAL SCHOOL BELL AWARDS

Two NBC-TV programs -- the "Mr. Novak" series and "An Experiment in Excellence," an NBC News special -- have been announced as winners of 1964 National School Bell Awards for distinguished interpretive reporting on education. The awards will be presented July 1 in Seattle at the National Education Association convention.

In announcing the awards, the National School Public Relations Association cited "Mr. Novak" as a "series which has presented teaching as a serious, problem-filled, but richly rewarding profession and has shown that the halls of a high school are full of human relations situations."

"Mr. Novak," produced by E. Jack Neuman and starring James Franciscus and Dean Jagger, has received numerous honors in its first TV season from both educational and broadcasting associations, including a Peabody Award.

"An Experiment in Excellence," produced by Robert J. Northshield, General Manager of NBC News, and telecast Sept. 19, 1963, received a special School Bell Award for distinguished documentary interpretation of education. The announcement noted that "the public schools of Pittsburgh, Pa., were the subject of the program, which detailed the many teaching innovations being used in schools there,

(more)



but had as its true focus the human side of teaching -- the influence and inspiration of a good teacher."

There are six national organizations which sponsor the National School Bell Awards. They are: American Association of School Administrators, Council of Chief State School Officers, National Association of Secretaries of State Teachers Associations, National Congress of Parents and Teachers, National Education Association and National School Boards Association.

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NBC-New York, 5/22/64

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**FROM THE NATIONAL BROADCASTING COMPANY***Thirty Rockefeller Plaza, New York, N. Y. 10020*

May 22, 1964

**AMERICAN BAPTIST CONVENTION HONORS NBC-TV FOR  
"THE AMERICAN REVOLUTION OF '63"  
AND "HALLMARK HALL OF FAME"**

The American Baptist Convention today (May 22) honored the National Broadcasting Company in announcing annual Radio-TV Awards. Two NBC-TV programs -- "The American Revolution of '63" and the "Hallmark Hall of Fame" -- were cited by the group at its 57th annual meeting, being held this year in Atlantic City, N. J.

NBC News was honored for the "responsibility and maturity displayed" in broadcasting "The American Revolution of '63," an unprecedented three-hour study of the civil rights movement. This is the 10th major award presented to NBC for this program, which was produced by Robert J. Northshield, General Manager of NBC News, and Chet Hagan.

In announcing the award for "Hallmark Hall of Fame," the American Baptist Convention saluted Hallmark Cards Inc. as "a sponsor whose programs emphasize moral and spiritual qualities." Particular reference was made to two productions of this past season, "The Patriots" and "Abe Lincoln in Illinois," as examples of "a decade of good TV drama." George Schaefer is producer of the "Hall of Fame" series.

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GUEST (AND JEST) TREATMENT ACCORDED JOHNNY CARSON AS  
HE'S SALUTED BY PHILADEPHIA TV-RADIO-AD GROUP

Johnny Carson passed up the bird but accepted the egg at yesterday's (May 21) Television Radio Advertising Club (TRAC) of Philadelphia annual luncheon where he received the Liberty Bell Award.

A live peacock -- symbolic of the emblem on NBC colorcasts -- was obtained from the Philadelphia Zoo and was offered to Carson. But he declined it in favor of a more manageable peacock egg. "How long do I have to sit on this thing," Carson quipped.

The NBC "Tonight" star was honored for his "contribution of vitality to live television." Other "Tonight Show" guests of honor at the affair were Ed McMahon (a long-time Philadelphia resident), Skitch Henderson and Perry Massey (producer of the "Tonight" commercials).

During the luncheon, attended by a capacity turnout of more than 600 guests, Carson was served by a lovely lady who announced after dessert that she was Mrs. Dyson, manager of the NBC commissary in the RCA Building, New York City. The NBC commissary is the frequent butt of Johnny's good-natured kidding during his nightly on-the-air monologues.

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NBC-New York, 5/22/64



NBC TELEVISION NETWORK NEWS

May 22, 1964

ROSTER OF OUTSTANDING ENTERTAINERS  
ANNOUNCED FOR 'ON PARADE' FRIDAY  
NIGHT TELECASTS ON NBC IN SUMMER

The noted entertainers starring in NBC-TV's Summer series, "On Parade," have been announced by Mort Werner, Vice President, Programs, NBC-TV Network. The half-hour musical-variety programs (Friday nights, 9:30 p.m. NYT, starting July 17), utilizing elaborate sets and costumes in the style of Broadway productions, will be headlined by the following:

- July 17 -- Tony Bennett.  
July 24 -- Rosemary Clooney and Nelson Riddle.  
July 31 -- Henry Mancini.  
Aug. 7 -- Phil Ford and Mimi Hines.  
Aug. 14 -- Juliet Prowse.  
Aug. 21 -- Diahann Carroll.  
Aug. 28 -- Julius LaRosa.  
Sept. 4 -- Jane Morgan.  
Sept. 11 -- The Limeliters.  
Sept. 18 -- Steve Lawrence and Eydie Gorme.

The variety shows, originally produced for the Canadian Broadcasting Corporation, will be telecast during the time period of the vacationing "That Was the Week That Was," which will return to NBC-TV for the 1964-65 season in a new time period (Tuesdays at 9:30 p.m. NYT).

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MAY HEATHERLY SIGNED TO CONTINUING ROLE  
IN 'THE MAN FROM U.N.C.L.E.' SERIES

May Heatherly, who studied bullfighting as well as acting, has been signed to a continuing role in NBC-TV's full-hour action-adventure series "The Man From U.N.C.L.E.," scheduled Tuesdays (8:30-9:30 p.m. NYT) starting in September.

Red-haired Miss Heatherly, 22, was born and raised in Hollywood but had to go to Spain to be discovered as an actress. Following her graduation from Hollywood High School, May and her parents lived in Spain for three years. She returned to California briefly and appeared in several little theatre plays and then went back to Spain, where she starred in three movies.

She has been back in the United States for only five months and says the thing she misses most about Spain is the sport of bullfighting. An avid aficionado of the art, May often visited the Spanish bull farms, where she was allowed to try her cape-work. (Spain forbids women from actually fighting bulls in a ring.)

May joins star Robert Vaughn and co-stars David McCallum and Leo G. Carroll in "The Man From U.N.C.L.E.," the 1964-65 series based on the inside activities of "U.N.C.L.E.," a super-secret organization dedicated to world peace.

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NBC-New York, 5/22/64

THE DISTRIBUTION OF HUMIC SUBSTANCES IN THE

CHARGE LAYER AND IN THE IRON OXIDE

ZONE

can allow an experimental bolbitis root system and  
soil slurry to be used in column studies without need for organic  
material which might reduce oxygen transfer rates  
and thus alter rhizosphere (TURPIN & COOPER) symbiotic relationships  
which can result in P2O5 reduction and inhibition  
of the conversion of ortho to pyro and amorphous  
iron. In the present system, although the column  
was only 10 cm high, the P2O5 reduction was very  
great. However, it appears that there is little benefit  
to using such a large column height for the system  
described here.

The soil particle behaviour of sand and silt  
and loam from the same site and time five years earlier  
and the subsequent loss of humification in the end of  
the column, and the removal of humus, and the use of  
the same column height, (soil removed after the first  
and second column height were reached)

(soil removed after the first column height was reached)

should produce similar results, however, the  
humification will still be limited by soil iron availability  
as evidenced by the reduced iron in the column but  
otherwise the results will probably be similar.



# NBC NEWS ELECTION YEAR '64

(NOTE: The following biographical feature on Edwin Newman, television floor reporter for NBC News' convention coverage, contains information of particular local interest to editors in New York, Wisconsin, Louisiana and Washington, D. C.)

\* \* \*

EDWIN NEWMAN

NBC News' Convention Floor Reporter

"Maybe a nice suit of armor with spikes on the knees and elbows..."

A casual observer passing the desk of NBC News correspondent Edwin Newman might assume that Ed's thinking out loud involved rather unconventional attire for a costume party. Actually, his musing about a suit of armor was quite conventional -- Republican and Democratic convention (al), that is.

As one of the four television floor reporters for NBC News' coverage of the two political conventions, Newman will be faced with the problem of making his way around the teeming convention floor. In typical Newman good-humored fashion, the armor seems to him like the ideal way to combat the tight quarters.

"For the 1960 conventions, I used my alleged wits," said Newman, who on occasion spelled anchorman Chet Huntley and David Brinkley and also served as a color reporter. "In 1964, while I'll have to have my wits about me, my elbows and feet will get the real workout.

(more)



"I'm relieved that this year's equipment is lighter than in 1960," he said, flexing his shoulders.

Newman will do plenty of foot-traveling throughout the convention arenas this year. Although the mode of transportation may be different, traveling is nothing new for him. Since his first assignment with NBC News in London 14 years ago, he had earned one of the most impressive travel records in the broadcasting business. As an NBC News correspondent, he has covered important stories in 25 countries, and won an Overseas Press Club Award in 1961 for his reporting from abroad.

Newman has covered London, Paris and Rome for NBC News. His many assignments have also taken him to other European capitals, as well as to Africa, the Middle East, the Far East, Iceland and Bermuda. He estimates that he has flown well over 150,000 miles and has crossed the Atlantic a score of times in his many NBC assignments.

Newman is seen as Special Features Editor on "Sunday," the NBC News magazine-format television program, and is a regular contributor to the NBC Radio "Emphasis" program, in addition to his many assignments on NBC News specials.

Most recently, Newman was commentator on the NBC News special, "Orient Express," which followed the historic train on its many travels. Other programs on which Newman has appeared include "California: the Most," "Japan: East Is West" and "Viet Nam: Last Chance." He also was moderator of "The Nation's Future," the widely acclaimed series of debate programs.

Newman's assignment at the 1960 conventions brought him back to the United States from his European posts. In addition to his convention assignments, he also was host of "Edwin Newman Reporting" on Sunday afternoons.

(more)



In the Fall of 1960, Newman was again assigned to Europe as head of NBC News' Paris bureau, returning in 1961 to work on special news programs. He was anchorman for several "JFK Reports." Except for occasional special assignments abroad -- as a key member of NBC News' team covering President Kennedy's trip to Europe, and filming specials in Japan and Europe -- Newman has been based in New York since his return in 1961. He was a regular member of the "Today" staff for a number of months.

New York-born Newman graduated from the University of Wisconsin in 1940, and did graduate work in American Government at Louisiana State University. He began his journalistic career in 1941, working for INS and UP in Washington. He entered the Navy in 1942. After his discharge in 1945 as a lieutenant, Newman returned to Washington to work for UP again and, later, for Dear Publications. In 1947 he joined Eric Sevareid's staff at CBS in Washington.

He began to do special work for NBC News in London in 1950, and from 1951 to 1952 also worked for the Marshall Plan. He joined NBC News full-time in London in 1952.

Newman is also a prolific writer, and has contributed to the Atlantic, Harper's, the New York Times Magazine and the Reporter, among others.

He lives in Manhattan with his wife, the former Rigel Grell, whom he met in London. They have a daughter, Nancy, 18.

NBC's entire television and radio coverage of the national conventions -- at which Newman, suit of armor or not, will do his floor reporting -- will be sponsored by the Gulf Oil Corporation.

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NBC-New York, 5/22/64



JACK TRACY  
ROOM 320

2-X-H

NBC TRADE NEWS

May 25, 1964

NBC-OWNED WNBQ LEADS CHICAGO TV STATIONS  
WITH TOTAL OF SEVEN LOCAL EMMY AWARDS

A total of seven local Emmy Awards was presented to programs and artists of WNBQ, NBC-owned television station in Chicago. WNBQ led all Chicago TV stations in number of awards at the Sixth Annual Local Emmy Awards of the Chicago Chapter of the National Academy of Television Arts and Sciences.

"Quillow and the Giant," the premiere "NBC Children's Theatre" program produced and colorcast from Chicago by WNBQ was named an Emmy winner for "Excellent Acting and Direction." Dave Barnhizer, producer-director of "Quillow" was named an Emmy winner for the second time.

"Quillow" also garnered two Emmy Awards for technical excellence. Gene Breese, WNBQ lighting director, was named winner for his lighting of the NBC-TV colorcast and Ernest Scheffler, scenic design, received an Emmy Award for his efforts on "Quillow."

WNBQ's weekly "Dateline: Chicago" program was honored for its contribution to community service, and the station's musical showcase for young talent -- "Artists' Showcase" won its second Emmy, repeating honors received last year.

Chicago's Don Meier, producer of NBC-TV's "Wild Kingdom" colorcast, also was named recipient of an Emmy Award.

A governor's award for Religious Programming was made to the Chicago Board of Rabbis for its series "A Jewish Perspective" presented on WNBQ's "Spirit of Man" program series.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

May 25, 1964

SPEECH BY NBC'S HUGH DOWNS AT ARMED FORCES DAY DINNER IS PLACED  
IN CONGRESSIONAL RECORD BY REPRESENTATIVE HEBERT OF LOUISIANA

A speech by NBC's Hugh Downs at the National Armed Forces Day Dinner in Washington, D. C., May 8, has been included in the Congressional Record by Representative F. Edward Hebert (D.-La.).

(Downs is host of NBC-TV's "Today" and "Concentration" programs and is heard on NBC Radio's "Monitor.")

The dinner was jointly sponsored by the three major military service associations in observance of the 15th annual Armed Forces Day and was held at the Sheraton Park Hotel.

"The master of ceremonies at that dinner was Hugh Downs, whom we all know as host of the nationally televised 'Today' show," said Representative Hebert, a member of the Armed Services Committee. He continued:

"Many of us have appeared on his program and we have come to recognize Mr. Downs' talents and ability as a television personality. Therefore, I was interested in Mr. Downs' comments at the Armed Forces Day Dinner in which he addressed himself with extreme frankness to a number of matters which are tending to undermine the strength and morale of our Armed Forces...I urge you to read Mr. Downs' remarks and include them in the Record."

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# NBC SPORTS

A DEPARTMENT OF NBC NEWS

May 25, 1964

## COMMENTATORS NAMED FOR NBC-TV'S 90-MINUTE COVERAGE OF WINDUP OF NATIONAL OPEN GOLF CHAMPIONSHIP

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NBC Radio's "Monitor" to Broadcast Reports in Third and Fourth Rounds

Bud Palmer, Jim Simpson, Jim McArthur and Jim Gibbons will team up as the commentators for the NBC-TV Network's coverage of the windup of the 64th annual National Open Golf Championship at Congressional Country Club outside Washington, D.C., Saturday, June 20 (4:30 to 6 p.m. EDT).

NBC-TV's coverage will include the play at the final four holes in the fourth and climactic round of the Open -- golf's number one classic. Co-sponsoring the 90-minute sportscast will be Wilson Sporting Goods Company (through Campbell-Mithun Inc.) and Goodyear Tire & Rubber Company (through Young & Rubicam).

This is the 11th consecutive year that NBC-TV is covering the Open Championship of the United States Golf Association. Palmer is reporting for the fifth time, Simpson for the fourth and McArthur for the second. All three were among the TV announcers last year. Palmer and Gibbons were commentators for NBC-TV's Tournament of Champions telecast May 3.

Perry Smith will be executive producer of NBC-TV's National Open coverage, with Harry Coyle and Ted Nathanson as directors. Ten TV cameras will be placed at strategic spots alongside Congressional's 15th, 16th, 17th and 18th holes to enable television viewers to keep a close watch on all the action on tees, fairways and greens.

(more)



NBC Radio's "Monitor" also will cover the National Open Saturday, June 20, with a series of five-minute broadcasts during the third round in the morning and the fourth round in the afternoon. The reporter and broadcast times will be announced later.

This year's renewal of the National Open Championship will be played over the 7,073-yard, par 70 course at the Congressional Country Club June 18-20. The starting field for the 72-hole event will number 150 of the world's leading professional and amateur golfers, but only the low 50 scorers, plus ties for 50th place, will remain for the grueling 36 holes of play on the final day, June 20, when NBC will cover.

Prize money will total \$90,000 and the winner will collect \$17,000 -- both new highs for the Open. Except for 21 exempt entrants, all those in the starting field will have survived a qualifying system at 57 local and 13 sectional tourneys throughout the nation to reduce a registration list of 2,381 golfers. The local qualifying rounds are being played this week, and the sectional rounds will be played June 8 and 9.

Heading the exempt list is defending champion Julius Boros, who won his second Open title in a playoff with Arnold Palmer and Jacky Cupit. The list also includes:

The champions of the four preceding years -- Jack Nicklaus (1962), Gene Littler (1961), Palmer (1960) and Billy Casper (1959);

The 1963 National Amateur champion, Deane Beman;

The 1963 British Open champion, Bob Charles;

(more)



The top 10 finishers in the 1963 Open (excluding any of the last five champions) -- Cupit, Paul Harney, Billy Maxwell, Bruce Crampton, Tony Lema, Gary Player, Walter Burkemo, Dan Sikes, Don January, Dow Finsterwald and Dave Ragan;

Any others among the top 10 money-winners for the past year not otherwise exempt -- Mason Rudolph, Al Geiberger and Juan (Chi Chi) Rodriguez.

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NBC-New York, 5/25/64



AUGUSTA DABNEY AND JOHN CRAWFORD  
JOIN 'ANOTHER WORLD' CAST

Augusta Dabney and John Crawford have joined the cast of "Another World" the new NBC-TV daytime dramatic serial (Mondays through Fridays, 3 p.m. EDT).

Miss Dabney will portray Laura Baxter, wife of Ken Baxter. Crawford will play Dr. John Bradford.

The series is written by Irna Phillips and William Bell, and is produced by Allen Potter.

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RADIO FREE EUROPE TO BROADCAST AUDIO RECORDING OF 'TONIGHT'  
PERFORMANCE BY ROMANIAN SINGER SARAH RUBINE

Audio recordings of the April 24 performance of Romanian singer Sarah Rubine on NBC-TV's "Tonight Show Starring Johnny Carson" will be broadcast by Radio Free Europe. Her renditions of "Malaguena" and a Romanian folk song will form part of RFE's programs from transmitters in Munich, Germany, and Lisbon, Portugal.

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NBC-New York, 5/25/64



JACK TRACY  
ROOM 320

2-X-H

NBC TRADE NEWS

May 26, 1964

"JACK PAAR PROGRAM" AND "DR. KILDARE" SOLD BY NBC INTERNATIONAL

TO CANADA'S CTV NETWORK FOR SHOWING AGAIN NEXT SEASON

Sales Among 492 Hours of Programming Sold Last Week to Many Lands

Two top NBC-TV shows -- "The Jack Paar Program" and "Dr. Kildare" -- were sold last week to Canada's CTV Network for showing again next season, it was announced today by Joseph M. Klein, President.

This will mark the fourth season "Dr. Kildare" has been seen in Canada, and the third for Paar's program. Raymond Massey, co-starred in "Dr. Kildare," is the brother of Vincent Massey, former prime minister of Canada.

These sales were included in a total of 492 hours of programming sold last week by NBC International, which is a section of the NBC Enterprises division of NBC.

Among other top sales last week were "Bonanza," which was sold to CIA Peruana de Radiodifusion in Lima, Peru; and "The Dick Powell Show," "Bonanza" and "Car 54, Where Are You?" to North Nigerian Broadcasting Corp.

A group of one-hour NBC News and other documentary programs and "Laramie" were sold to Argentina Telerama in Buenos Aires, and Nederlandse Televisie Stichting in Hilversum, Holland, bought "Paris: Story of High Fashion" and "Britain: The Changing Guard," in addition to "The Richard Boone Show."

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Other sales of "Car 54, Where Are You?" were to Anglia Television Ltd., in Norwich, England; Tyne Tees Television Ltd. in Newcastle-on-Tyne, England, and Newcastle Broadcasting Corp. in Australia, which also bought "People Are Funny."

Telecuracao in Netherlands West Indies bought "Hennesey," and Station KUAM in Guam bought "The Deputy."

Sveriges Radio Sweden bought "National Velvet," and Western Nigerian Radiovision Service bought "The Life of Riley."

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NBC-New York, 5/26/64



NBC TRADE NEWS

May 26, 1964

"HUNTLEY-BRINKLEY REPORT" AND TWO "NBC WHITE PAPER" SPECIALS  
ON CUBA AMONG NBC-TV WINNERS OF EMMY AWARDS

The "Huntley-Brinkley Report" and the "NBC White Paper" specials, "Cuba: The Bay of Pigs" and "Cuba: The Missile Crisis," were among the NBC-TV programs and performers honored at the "Emmy Awards" show last night (Monday, May 25) in the 16th annual presentation by the National Academy of Television Arts and Sciences. In the NBC telecast originating from the Hollywood Palladium and the Texas Pavilions of the New York World's Fair, viewers were able to observe the television industry's highest honors being bestowed in 27 different categories.

The NBC winners of Emmy and their categories follow:

"The Huntley-Brinkley Report" -- "Outstanding Achievement in the Field of News Reports."

"Cuba: Parts I and II, The Bay of Pigs and The Missile Crisis" -- "Outstanding Achievement in the Field of News Commentary or Public Affairs."

"The Kremlin" -- "Outstanding Achievement in Cinematography for Television."

"Hallmark Hall of Fame" -- Warren Clymer -- "Outstanding Achievement in Art Direction and Scenic Design."

"Operation Challenge: A Study in Hope" -- KSD-TV, St. Louis (an NBC-TV affiliate) "The Station Award."

(more)



"It's Mental Work" written by Rod Serling (from a story by John O'Hara) for "Bob Hope Presents the Chrysler Theatre" -- "Outstanding Writing Achievement in Drama-Adaptation."

Albert Paulsen for his role in "One Day...in the Life of Ivan Denisovich" on "Bob Hope Presents the Chrysler Theatre" -- "Outstanding Performance in a Supporting Role By an Actor."

Ruth White in "Little Moon of Alban" on the "Hallmark Hall of Fame" -- "Outstanding Performance in a Supporting Role By an Actress."

Shelley Winters in "Two Is the Number" on "Bob Hope Presents the Chrysler Theatre" -- "Outstanding Single Performance By an Actress In a Leading Role."

The "Bell Telephone Hour" -- "Outstanding Program Achievement in the Field of Music."

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NBC-New York, 5/26/64



# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 26, 1964

## NBC'S WILLIAM R. McANDREW TO BE COMMENCEMENT SPEAKER AT AQUINAS COLLEGE

William R. McAndrew, Executive Vice President in charge of NBC News, will be the commencement speaker at Aquinas College, Grand Rapids, Mich., on Sunday, May 31.

Mr. McAndrew will speak to graduates on the role of mass communications in the mass society, drawing on his long experience as an executive in radio and television news.

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## NBC NEWS' SENIOR EUROPEAN CORRESPONDENT HARSCH RETURNING TO ATTEND GRADUATIONS OF THREE SONS

Joseph C. Harsch, NBC News' Senior European correspondent based in London, will attend three commencements in the United States in June.

His eldest son, William, will graduate from Harvard Law School; his second son, Jonathan, will graduate from Williams College, and his youngest son, Paul, finishes at Pomfret (Conn.) School.

Harsch was graduated from Williams with a B.A. in 1927 and also received an honorary M.A. from the college.

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NBC TELEVISION NETWORK NEWS

May 26, 1964

DON GALLOWAY SET FOR STARRING ROLE IN 'TOM, DICK AND MARY'  
PART OF '90 BRISTOL COURT' SERIES ON NBC-TV IN 1964-65

Don Galloway has been signed for a starring role in "Tom, Dick and Mary," one of three related comedies on NBC-TV's "90 Bristol Court," 90-minute series scheduled for the 1964-65 season (Mondays, 7:30 to 9 p.m. EDT).

Joe Connelly, executive producer of the three-story series for Universal City Studios, announced that the 26-year-old actor will portray Tom, a newlywed intern, in "Tom, Dick and Mary." Other stars are Steve Franken and Joyce Bulifant.

Galloway, a graduate of the University of Kentucky, was seen in the regular role of attorney Mitchell Harris in TV's "Arrest and Trial." He first gained recognition with a leading role in 1962 in the daytime serial, "The Secret Storm." Before that he won the Daniel Blum Theatre World Award for his off-Broadway role in "Bring Me a Warm Body." In private life, Galloway is married to actress Linda Robinson.

Besides the "Tom, Dick and Mary" sequence, the other two stories on "90 Bristol Court" are "Karen" and "Harris Against the World." Producer for "Tom, Dick and Mary" is Joel Kane.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

May 26, 1964

## NBC'S FRANK BLAIR TO RECEIVE EPILEPSY FOUNDATION'S DISTINGUISHED SERVICE AWARD FOR 1964

Frank Blair, newscaster on NBC-TV's "Today" program and host of the network's "Sunday" series, will receive the Epilepsy Foundation's Distinguished Service Award for 1964 in ceremonies at the Mayflower Hotel in Washington, D. C., on Tuesday, June 2.

The occasion will be the first annual "kickoff" meeting of Epilepsy Information Month, which will launch a nationwide campaign to counter widespread misinformation about epilepsy, a disorder affecting more than 2,000,000 Americans.

In addition to accepting the award, Blair will serve as emcee at the gathering. Among those attending will be Senators, Congressmen, members of the executive branch of the government, doctors, scientists and educators.

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# NBC NEWS ELECTION YEAR '64

May 26, 1964

## NBC NEWS POLITICAL PERISCOPE

David Brinkley will be celebrating his 44th birthday during the Republican National Convention in San Francisco, and, if he's lucky, he may get a "present" similar to the one he received during the 1960 convention in Los Angeles.

It was the sunny morning of July 10. Brinkley's wife, Anne, and Mr. and Mrs. Chet Huntley decided to fete David's natal day with a poolside breakfast at the Hollywood Roosevelt Hotel before the famous NBC News team would have to be off to the convention hall.

At a point between the orange juice and the eggs, a Hollywood starlet-type waltzed by in one of the briefest white bikini ever stitched. There was a sudden break in the conversation.

Then Anne Brinkley punctuated the celebration in a typical Brinkley way: "Happy Birthday, David," she cooed.

\* \* \*

Reuven Frank, executive producer of NBC News' 1964 convention coverage, still chuckles over a Huntley-Brinkley dilemma during the 1960 conventions.

"Chet and David are prisoners in their booth every minute the convention is in session," Frank explains, "and we try to give them as much service as we can. This day, the problem seemed fairly simple. They were hungry.

(more)



"I sent out an order to get them some sandwiches, but a half-hour later Chet was still pleading for food. As it turned out, one of the sandwiches went to Morgan Beatty in the radio booth and the other went to John Daly over in the ABC booth. Finally, Erinkley couldn't stand it any longer. He got on the air and insisted that somebody get him something to eat. That did it. Food started coming in from all over the country -- cookies, cakes, even whole turkeys. We ate."

\* \* \*

Veteran announcer Ben Grauer recalls the early days of NBC's convention coverage when radio was the only medium. He was forced to ad lib for eight and a half consecutive hours on NBC Radio on the final day of the 1944 Democratic convention in Chicago. Throughout the ordeal, all he had to eat were two hot dogs, two bottles of soda pop and two aspirin tablets.

During those hectic hours, Grauer received two telephone calls -- one from a listener who demanded that he stop cutting in on the convention proceedings with sub-totals of the voting and the other praising him for doing it. The phone calls were the reason for the aspirin.

\* \* \*

Frank McGee, who will be one of NBC News' television floor reporters during the 1964 political conventions, has mastered the art of saying one thing to viewers while, at the same time, listening to new information being fed to him from the control booth by way of a small receiver set that fits snugly in his ear. But apparently it only works for him while on the air.

"If my wife tries to tell me something when I'm on the phone at home," admits McGee, "I have to stop talking and ask her to be quiet. It's too confusing."

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NBC-New York, 5/26/64



FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N.Y. 10020

JACK TRACY  
ROOM 320

2-X-H

May 27, 1964

The following telegram was sent Tuesday, May 26 by Walter D. Scott, Executive Vice President in Charge of the NBC Television Network, and William R. McAndrew, Executive Vice President in Charge of NBC News:

MR. ROD SERLING  
PRESIDENT-ELECT  
ACADEMY OF TELEVISION ARTS AND SCIENCES  
1490 MONACO DRIVE  
PACIFIC PALISADES, CALIFORNIA

THE NATIONAL BROADCASTING COMPANY IS CONVINCED THAT AN IMPORTANT VALUE IS SERVED BY THE ACADEMY OF TELEVISION ARTS AND SCIENCES AND THE AWARDS IT CONFERS TO RECOGNIZE ACHIEVEMENT IN TELEVISION. AS AN ORGANIZATION MADE UP OF INDIVIDUALS REPRESENTING THE VARIED SKILLS AND TALENTS OF THE MEDIUM, THE ACADEMY CONTRIBUTES UNIQUELY TO ADVANCING TELEVISION IN ITS SERVICE TO THE AMERICAN PUBLIC, AND THROUGH ITS ANNUAL AWARDS, CAN PROVIDE NOT ONLY RECOGNITION BUT STIMULATION OF FURTHER EFFORTS BY ALL THOSE WHO WORK IN THE MEDIUM.

WE RECOGNIZE THAT THE AWARD PROCEDURES AND CATEGORIES ARE IMPERFECT AND ARE SUBJECT TO IMPROVEMENT AND REFINEMENT. OVER THE YEARS, CONTINUING EFFORTS HAVE BEEN MADE WITHIN THE ACADEMY ORGANIZATION TO DEVELOP SUCH IMPROVEMENTS AND A VARIETY OF INDIVIDUAL SUGGESTIONS HAVE BEEN MADE, BASED ON PERSONAL JUDGMENTS, FOR CHANGES IN THE PROCEDURES. WE UNDERSTAND THAT THROUGH THE ACADEMY'S NATIONAL

(more)



AWARDS COMMITTEE, THESE EFFORTS ARE CONTINUING. WE FEEL THAT THE ACADEMY AND THE NATIONAL AWARDS COMMITTEE WOULD BE ASSISTED IN THESE EFFORTS BY AN INDEPENDENT SYSTEMATIC AND OBJECTIVE STUDY CONDUCTED BY A QUALIFIED INSTITUTION OR GROUP THAT COULD UNDERTAKE A THOUGHTFUL EVALUATION OF THE CATEGORIES AND THE METHODS OF NOMINATING AND VOTING AND COULD SUBMIT RECOMMENDATIONS TO THE ACADEMY FOR ITS CONSIDERATION; AND THAT SUCH AN INDEPENDENT STUDY COULD HELP THE ACADEMY AWARDS REALIZE THEIR FULL POTENTIAL.

TO AID IN THIS PURPOSE, NBC HEREBY OFFERS TO UNDERWRITE ONE-THIRD OF THE COST OF SUCH A STUDY BY AN INDEPENDENT ORGANIZATION OR GROUP, UP TO THE AMOUNT OF AN NBC CONTRIBUTION OF \$25,000, AND WE ARE PREPARED TO MAKE THIS CONTRIBUTION TO THE ACADEMY WITHOUT ANY FURTHER RESTRICTIONS.

WE WOULD HOPE THAT OTHER ELEMENTS WITHIN THE INDUSTRY CONCERNED WITH THE HEALTHY PROGRESS OF THE ACADEMY WOULD JOIN IN THIS ENDEAVOR, WHICH WE BELIEVE WOULD SERVE ALL TELEVISION INTERESTS EQUALLY, AND WE WOULD APPRECIATE YOUR REACTION TO THIS PROPOSAL.

IN ORDER TO AVOID ANY PRESS MISUNDERSTANDING OF OUR PURPOSE AND OBJECTIVE IN MAKING THIS OFFER, WE WOULD PROPOSE TO RELEASE THIS WIRE AFTER ITS RECEIPT BY YOU.

WALTER D. SCOTT  
EXECUTIVE VICE PRESIDENT  
IN CHARGE OF  
NBC TELEVISION NETWORK

WILLIAM R. McANDREW  
EXECUTIVE VICE PRESIDENT  
IN CHARGE OF  
NBC NEWS



May 27, 1964

3 STATIONS TO BECOME NBC RADIO NETWORK AFFILIATES

Three stations -- in Atlantic City, N. J.; Great Bend, Kans.; and Bozeman, Mont. -- will become affiliated with the NBC Radio Network on June 1, it was announced today by Tom Knodle, Vice President, Station Relations, NBC.

They are WLDB in Atlantic City, KVGB in Great Bend and KBMN in Bozeman. Mr. Knodle said, "We are pleased to welcome the affiliation of these stations to our radio network and we look forward to a close association with each."

WLDB is owned by Leroy and Dorothy Bremmer. Mr. Bremmer was an engineer with NBC when the network started in 1926. WLDB, known corporately as Atlantic City Broadcasting Company, operates on a frequency of 1490 kc and a power of 1,000 watts day, 250 watts night. Mr. Bremmer is President, General Manager and Chief Engineer of the station. His wife is Business Manager.

KVGB is owned by KVGB Inc. It operates on a frequency of 1590 kc with a power of 5,000 watts and a directional antenna at night. Grover G. Cobb is Vice President and General Manager of the station. Robert D. Hilgendorf is the Station Manager.

KBMN is owned and operated by KBMN Inc. The station's frequency is 1230 kc with a daytime power of 1,000 watts and nighttime power of 250 watts. William A. Merrick is President and General Manager.

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NBC TRADE NEWS

May 27, 1964

MOHASCO INDUSTRIES TO SPONSOR SPECIAL FULL-HOUR  
THANKSGIVING DAY COLORCAST ON NBC-TV

Dean Martin, Al Hirt and Eydie Gorme will star in a one-hour NBC-TV color special on Thanksgiving Day Thursday, Nov. 26 (7:30-8:30 p.m. EST). The musical program will be produced by Roger Gimbel.

MOHASCO Industries, through its agency, Maxon Inc., will sponsor the program, it was announced by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network. This will mark the fifth consecutive year MOHASCO has sponsored a special Thanksgiving telecast on NBC.

The color special will be taped Sept. 13 at NBC's Color Studios in Burbank, Calif. Dwight Hemion will be the director. The special was planned by Gimbel, in conjunction with Herbert L. Jay, Director of Advertising for Maxon, and Thomas P. Maguire, vice president and media director for the agency.

The program will be packaged by Gimbel Development Corporation.

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NBC TRADE NEWS

May 27, 1964

AUTHOR DAVID WESTHEIMER SIGNED BY NBC PRODUCTIONS TO DEVELOP  
"CAMPO 44"--HALF-HOUR COMEDY SERIES ABOUT PRISONER-OF-WAR  
CAMP IN ITALY--FOR NBC-TV NETWORK'S 1965-66 SEASON

David Westheimer, author of the current bestseller, "Von Ryan's Express," has been signed to develop a half-hour comedy series, "Campo 44," for presentation on the NBC-TV Network during the 1965-66 season.

Signing of Westheimer, former television editor of the Houston (Tex.) Post, was announced by Felix Jackson, Vice President, NBC Productions, as part of several major projects.

Pilot for the series will be produced and directed by Buzz Kulik through Kulik's independent company, Jenny Productions Inc.

Meanwhile, Kulik is serving as executive producer of NBC Productions' new series, "Kentucky Jones," which will start filming next month for telecasts on NBC Saturdays (8:30-9 p.m. NYT) during the 1964-65 season, starting Sept. 19.

"Campo 44" involves a prisoner-of-war camp in Italy peopled by American and British officers and men during World War II. Westheimer, who created "Campo 44," will write the pilot script and serve as story editor and writer.

Westheimer was a navigator in the U.S. Air Corps and was shot down over Italy in December, 1942. He remained a prisoner of war in

(more)



Italy and Germany until April, 1945. During this time he kept daily notes which will be the basis for many stories.

Westheimer's novels include "Watching Out for Dulie," "The Magic Fallacy" and "The Days of Wine and Roses," adapted from J. P. Miller's screenplay of the same name.

Westheimer is a lieutenant colonel in the Air Force Reserve. He lives with his wife and two sons in Los Angeles.

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NBC-New York, 5/27/64





# NBC NEWS ELECTION YEAR '64

May 27, 1964

NBC NEWS EXPANDS COVERAGE OF CALIFORNIA PRIMARY  
WITH LIVE FULL-HOUR SPECIAL ELECTION NIGHT

NBC News' coverage of the California primary Tuesday, June 2 has been expanded to include a live, full-hour special NBC-TV (10 to 11 p.m. EDT), program which will be presented simultaneously in all time zones. Most of the polls in California will close at 10 p.m. EDT.

(NOTE: This special program will pre-empt "Bell Telephone Hour" on this date.)

Another live special program June 2 will be telecast from 11:15 to 11:30 p.m. EDT (not 11:15 p.m.-12 midnight, as previously announced.)

Both programs will be titled "The California Primary."

Frank McGee will be anchor man of these programs, which will originate in NBC's Burbank studios. Chet Huntley, also in Burbank, will help to interpret the outcome of the various races. David Brinkley, in Washington, will participate in analysis of the results.

NBC News will focus mainly on three contests: the Republican Presidential primary in which New York Governor Nelson A. Rockefeller and Senator Barry Goldwater of Arizona are the candidates; the Democratic senatorial race in which Pierre Salinger, Alan Cranston and George McLain are candidates, and the Republican senatorial race between George Murphy and Leland Kaiser.

(more)



Members of the NBC News team and their primary night assignments are:

Merrill Mueller -- at Rockefeller headquarters in Los Angeles.

Charles Quinn -- at Rockefeller national headquarters in New York City, which Rockefeller is expected to visit that night.

Robert MacNeil -- at Goldwater headquarters in Los Angeles, where Goldwater is expected to spend part of the evening.

Robert McBride, political editor of KGW-TV, Portland, Ore. -- in San Francisco with William Nolan, former U. S. senator and chairman of the Goldwater Campaign Committee of California.

Sander Vanocur -- traveling with Pierre Salinger from Los Angeles to San Francisco.

Ted Bryant of KING-TV, Seattle -- at Salinger headquarters in San Francisco.

Tom Pettit -- with Cranston in San Francisco.

Cecil Brown -- with McLain in Los Angeles.

Herbert Kaplow -- with Murphy in Beverly Hills.

John Chancellor -- with Kaiser in Los Angeles.

The coverage will be produced by Chet Hagan.

NBC News will cover the primary with a staff of more than 25,000 voting-precinct reporters -- a greater number than any network has ever used in reporting any election. Vote totals will be sped to RCA 301 computers in Cherry Hill, N. J., which will complete the tabulation and project the results.

A preview of the California primary will be presented on NBC-TV Sunday, May 31 (7 to 7:30 p.m. EDT).

-----o----- NBC-New York, 5/27/64



## LORNE GREENE TO SPEAK AT AFA CONVENTION

Lorne Greene, star of NBC-TV's "Bonanza" colorcasts (Sundays, 9-10 p.m. EDT) will be a luncheon speaker at the 60th Annual Convention of the Advertising Federation of America on Tuesday, June 9 at the Chase-Park Hotel, St. Louis. Greene's address, like those of all convention speakers, will be built around the theme "Advertising -- Gateway to Progress."

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### JACK PAAR NAMED 'NATIONAL TELEVISION FATHER OF THE YEAR'

FOR RELEASE 1 P.M. THURSDAY, MAY 28

NBC-TV's Jack Paar was named "National Television Father of the Year" at the 29th annual award luncheon of The National Father's Day Committee held today (May 28) in the Waldorf-Astoria Hotel.

Alvin Austin, chairman of the National Father's Day Committee, in announcing the awarding of the Committee's George Washington Medal to Paar said:

"Jack Paar is the choice of the National Father's Day Committee for 'Television Father of the Year' because of the charm, integrity and intelligent humor which mark his work in his current NBC-TV Friday night program, and because of his devotion to his teenage daughter, Randy, and his attractive wife, Miriam."

(NBC-TV's "The Jack Paar Program" is seen in color Fridays, 10-11 p.m. EDT.)

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NBC-New York, 5/27/64



DAVID KARP SET FOR THIRD WRITING ASSIGNMENT  
ON 'PROFILES IN COURAGE' SERIES

Producer Gordon Oliver has signed David Karp to write his third drama for NBC-TV's "Profiles in Courage" series, which will premiere Sunday, Nov. 8 (6:30-7:30 p.m. EST).

Karp's latest assignment, "The Charles Evans Hughes Story," deals with the defense of five socialists who were arbitrarily denied their seats in the New York State Assembly in 1920, largely because of their unpopular views.

Karp's two other assignments for the series include "The Oscar W. Underwood Story," involving the 1924 Klu Klux Klan controversy at the Democratic national convention, and "The Hamilton Fish Story," about the Cuba crisis of 1869.

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NBC-New York, 5/27/64





# NBC NEWS ELECTION YEAR '64

May 27, 1964

A YEAR'S PREPARATION FOR TV AT GOP CONVENTION

Jim Kitchell of NBC News to Put Into Effect Extensive  
Plans for Pool Coverage in San Francisco

In mid-July, 1963, NBC News director-producer Jim Kitchell attended what was to be the first of a long series of meetings and consultations on the network television pool coverage of the Republican national convention in San Francisco the next summer.

Almost a year later to the day -- on July 13, 1964 -- Kitchell, pool producer of the convention telecasts, will put into full swing his extensive plans for covering the official proceedings. Nine cameras, three from each network, will be positioned throughout the Cow Palace to bring to the home viewer not only the massive story of the convention, but, as Kitchell explains, "an intimate view of the people involved."

"The viewer has come to expect a closer view of the action, and that's just what we hope to provide this year," Kitchell said. "As often as possible, we expect to anticipate the viewer's wishes in our selection of significant television pictures from around the hall."

The key position for the video pool coverage will be a head-on camera 52 feet from the speaker's rostrum. The camera's lens level will be within a few inches of the speaker's eye level, in keeping with Kitchell's aim for intimacy.

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This choice head-on camera position didn't come easily to Kitchell and the other television coverage planners. It was decided to place the camera platform at a location where there was an aisle. This meant that a platform had to be built exactly seven feet, six inches above the aisle, so that delegates and reporters would have room to walk, run, push and shove through the passageway below. Once the determination had been made, Kitchell told the Republican National Committee how high to build the rostrum for the most effective televising of events at that spot.

Among the new camera positions Kitchell is intending to use this year is the placement of a camera away from the convention floor area, at one of the Cow Palace entrances. Convention participants can drive into an area outside this entrance and walk directly from their car to the rostrum. An elevated camera can focus on these arrivals, and still be able to swing around and show the activity within the hall itself.

Another Kitchell method of bringing intimacy to the pool coverage will be the placement of a camera directly below the speaker's rostrum, looking up. In addition to affording a close view of each speaker, the camera also can show the floor activity from within its midst.

The Republican convention in San Francisco is Kitchell's first assignment as pool producer for convention television coverage, but he has had experience in covering political events since 1954. He has worked on all national elections since then and the 1956 and 1960 conventions. In 1960 he was one of the two convention coverage directors for NBC.

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NBC-New York, 5/27/64



BOB DOLCE'S "TODAY" ART CARDS ARE CHOSEN FOR EXHIBIT

Three billboard art cards for NBC-TV's "Today" show, drawn by Bob Dolce, the program's graphic artist, have been chosen for display in the 43rd Annual Exhibition of Advertising and Editorial Art and Design, presented by the Art Directors Club of New York. The exhibit is being shown at the Pepsi Cola Gallery, 500 Park Avenue, through June 19.

Dolce's work is among the 300 items on display, which were selected from more than 30,000 entries. Dolce has had one-man shows at the J. Walter Thompson and Warwick & Legler art galleries during the past year.

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NBC-New York, 5/27/64



PR-14  
FROM THE NATIONAL BROADCASTING COMPANY  
Thirty Rockefeller Plaza, New York, N.Y. 10020

JACK TRACY  
ROOM 320

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May 28, 1964

OHIO STATE AWARDS GO TO TWO NBC-TV PROGRAMS

"NBC Children's Theatre" Honored for "Quillow and the Giant"  
And "Du Pont Show of the Week" for "Manhattan Battleground";  
NBC Affiliates Win Three Radio Awards and Four TV Awards

Two NBC-TV programs -- "NBC Children's Theatre" and "The Du Pont Show of the Week" -- have won Ohio State Awards given by the Institute for Education by Radio-Television of Ohio State University. The awards were announced at the institute's annual dinner last night (May 27) in Columbus.

The first production in the "NBC Children's Theatre" series, "Quillow and the Giant" which was broadcast Nov. 3, 1963, was cited: "A stimulating and highly imaginative music adaptation of James Thurber's story with skillful integration of puppets and live action. A delightful original music score complements the smooth well paced production. A perfect example of how TV can effectively teach and entertain children."

"Quillow and the Giant" was produced and directed by David Barnhizer. George Heinemann is executive producer of "Children's Theatre."

"Manhattan Battleground," the true story of a social worker's unique approach to the problems of a New York City slum, was the award-winning presentation on the "Du Pont Show of the Week." The citation states: "In a year when a number of excellent programs concerned race relations, "Manhattan Battleground" proves to be a most moving and

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thought provoking presentation studying the complicated relationship between human beings of various colors with broad social and economic implications. The impact of the "reality" technique makes it impossible for the viewer to leave the program without being at the same time more wise and very deeply touched."

William Jersey was producer-director for "Manhattan Battleground," which was broadcast Oct. 20, 1963. Irving Gitlin is executive producer of the NBC News Creative Projects unit, which produced "Manhattan Battleground" for the "Du Pont Show of the Week."

In addition to the network awards, the institute gave three radio awards and four television awards to NBC affiliated stations. The winning stations and programs are: WRCV (radio), Philadelphia, for "Star Party"; KYW (radio), Cleveland for "The Idle Hour"; KOGO (radio), San Diego for "Emphasis Youth"; WRCV-TV, Philadelphia, for "Uncle Pete's Zoo Stories"; WRC-TV, Washington, D.C., for "Pennsylvania-Avenue of America"; and WLW-T (TV), Cincinnati, for "Citizen" and "The Last Prom."

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NBC-New York, 5/28/64



PR-14  
**FROM THE NATIONAL BROADCASTING COMPANY**  
Thirty Rockefeller Plaza, New York, N.Y. 10020

May 28, 1964

**SIGMA ALPHA IOTA MUSIC FRATERNITY HONORS NBC AND  
"WALT DISNEY'S WONDERFUL WORLD OF COLOR" WITH  
TROPHY FOR SERIES' TWO-PART BEETHOVEN PROGRAM**

The National Broadcasting Company and "Walt Disney's Wonderful World of Color" today received the 1963 trophy award from Sigma Alpha Iota, national professional fraternity for women in the field of serious music.

The award cites "The Magnificent Rebel," Disney's two-part biography of Ludwig van Beethoven, as "the finest video single program contribution in the serious music field." The trophy was received at NBC, New York, by Edwin S. Friendly Jr., Vice President, Special Programs, NBC-TV Network. Stuart Ludlum, Assistant to the President, Buena Vista Productions, a Walt Disney subsidiary, was present while Marilyn Mayland, director of SAI radio-TV activities, presented the award.

"The Magnificent Rebel," filmed on location in Vienna, was telecast Nov. 18 and 25, 1962, and was repeated July 14 and 21, 1963. Austrian actor Karl Boehm starred in the role of Beethoven. The Symphony Orchestra of Berlin scored the music which included excerpts from Beethoven's "Fifth," "Sixth" and "Ninth" symphonies, the "Moonlight" and "Pathetique" sonatas and the opera, "Fidelio."

Sigma Alpha Iota, the largest organization of its kind, has 40,000 members in 134 college chapters and 92 alumni chapters.

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# NBC NEWS ELECTION YEAR '64

May 28, 1964

NEC SCHEDULES SIX SPECIAL PROGRAMS IN NBC RADIO COVERAGE OF CALIFORNIA PRIMARY
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NBC News will cover the California primary on the NBC Radio Network Tuesday, June 2 with six special programs totaling one hour and 40 minutes, as well as bulletins and other coverage as needed.

"Primer on the Primaries," previewing the election, will be broadcast from 9:05 to 9:30 p.m. EDT. It will present an evaluation of the candidates' chances during the final hour before most of the California polls close (10 p.m. EDT).

First returns will be broadcast 10:05-10:30 p.m., and additional results 11:15-11:30 p.m., 11:45 p.m.-12 midnight, 12:35-12:45 a.m. and 1:35-1:45 a.m. (all times EDT).

Peter Hackes and Elmer Peterson will be anchor men of the coverage, which will originate in NBC's election headquarters in Burbank. James L. Holton, senior radio producer, NBC News, will produce the special programming.

Members of the NBC News team taking part in the primary night radio coverage and their assignments are:

Bill Henry -- at Goldwater headquarters in Los Angeles.

Dick Cowden -- in San Francisco with former U. S. Senator William S. Knowland, chairman of the Goldwater Campaign Committee of California.

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Dean Mell -- at Rockefeller headquarters in Los Angeles.

Robert Teague -- at Rockefeller national headquarters in New York City.

Roy Neal -- with Pierre Salinger, who is expected to travel from Los Angeles to San Francisco that night.

Fred Parsons -- with Alan Cranston in San Francisco.

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NBC-New York, 5/28/64



**FROM THE NATIONAL BROADCASTING COMPANY***Thirty Rockefeller Plaza, New York, N. Y. 10020*

May 28, 1964

**NBC'S MARION STEPHENSON  
TO ADDRESS SOROPTIMISTS**

Marion Stephenson, Vice President, Administration, NBC Radio Network, will address the Soroptimists Club, a civic service organization for women in the professions, business and government, Thursday, June 11, at the Claridge Hotel in Atlantic City, N. J.

Miss Stephenson, NBC's first woman Vice President, will speak to the Soroptimists on "How to Succeed in Business By Really Trying."

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# NBC RADIO NETWORK NEWS

May 28, 1964

## NBC PRESS REPRESENTATIVE LEONARD MEYERS IS INTERVIEW GUEST OF 'TOSCANINI--THE MAN BEHIND THE LEGEND'

Ben Grauer's interview guest on "Toscanini -- the Man Behind the Legend" will be NBC Press representative Leonard Meyers Wednesday, June 17 (NBC Radio Network except WNBC, 9:05 p.m. EDT) and Sunday, June 21 (WNBC only, 11:10 p.m. EDT). Meyers was press representative for Toscanini and the NBC Symphony Orchestra for 10 years. He recalls during the interview many incidents in connection with Toscanini's concerts and rehearsals. He also discusses Toscanini's attitude toward the press and publicity.

Music chosen by producer Don Gillis for this program includes Kabalevsky's "Colas Breugnon" overture and Moussorgsky's "Pictures at an Exhibition" in the Ravel orchestration.

### NBC RADIO PROGRAM HIGHLIGHT

TOSCANINI--THE MAN BEHIND THE LEGEND: Guest is NBC Press representative Leonard Meyers, who discusses Toscanini's attitude toward the press. Music of Kabalevsky and Moussorgsky.

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